

Plain Talker

GULF STATES UTILITIES COMPANY

OCTOBER, 1962



IN THIS ISSUE:

HALLOWEEN — Goblin Time

New Office Opens at Denham Springs

Story of a Homewrecker—FIRE

October, 1962

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.



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CONTENTS

Halloween, How It All Began	2
Beaumont Showcase	4
Some "Behind Our Advertising" Scenes	6
Recipes from the Treasure Chest	8
Denham Springs Holds an Open House	10



OUR COVER

WHILE no real ghosts or goblins have ever been photographed, there are numerous little "pretend" ghosts and goblins, witches, pirates, and other masqueraders that come out at Halloween to haunt us. And getting a headstart on the haunting are Pam, 8, Joey, 7 and Patti, 6, the children of Floyd Hebert, Orange Appliance Repair, as they try their hand at making a jack-o' lantern. For pictures on how to make your own jack-o' lantern turn to page 2. Remember, that last day of October when the wind is in the trees, and witches and ghosts are about, and jack-o' lanterns flicker in the night is upon us—so, beware of the goblins.



For Your Information...

The Last Resort— Your Tax Dollars To Build Snow Makers

NEXT payday, as you note the deducts, pay particular attention to the column indicating the handy sum of money being withheld and delivered to Washington as federal income taxes.

It should give us a good feeling. We all want to do our part to keep America strong and free. We like to see our tax money spent for necessities.

Unhappily, that isn't how it's all being used. It makes a man's blood boil to know how certain bureaus use our hard earned dollars. Take the \$30,000 loan of our money recently by the Rural Electrification Administration to the Jo-Carroll Electric Cooperative in Elizabeth, Ill.

Is the loan to help Jo-Carroll extend electric service to farms where no electricity is available, the purpose for which our Congressmen established REA in the depression years?

No! It's not to be used by Jo-Carroll to build anything. It's for Jo-Carroll to re-loan to Chestnut Hill Resort, Inc., of Hanover, Ill., "to help purchase and install electrically powered snow making equipment and outdoor lights."

Just think what a precedent this sets for all sorts of fun-loving entrepreneurs! If no one else will lend you money, call on the good old REA, throw in a loadbuilding gimmick, like an ice skating rink, air conditioned tennis courts, and you've got your loan.

This sort of thing, if continued, may be the straw that breaks the camel's back and causes the forgotten man, you the taxpayer, to rise up in righteous wrath and straighten out certain power-mad bureaus in Washington.

Jobs Just Don't Happen

DID you know that it requires about \$18,000 in equipment and other essentials to provide one man with a job in industry today?

Before a worker can do a job, he must have raw materials to work with, machinery or other equipment suitable for his task, a building in which to

keep him warm, power to run the machines, and an organization to sell and distribute what he makes. These things all take money.

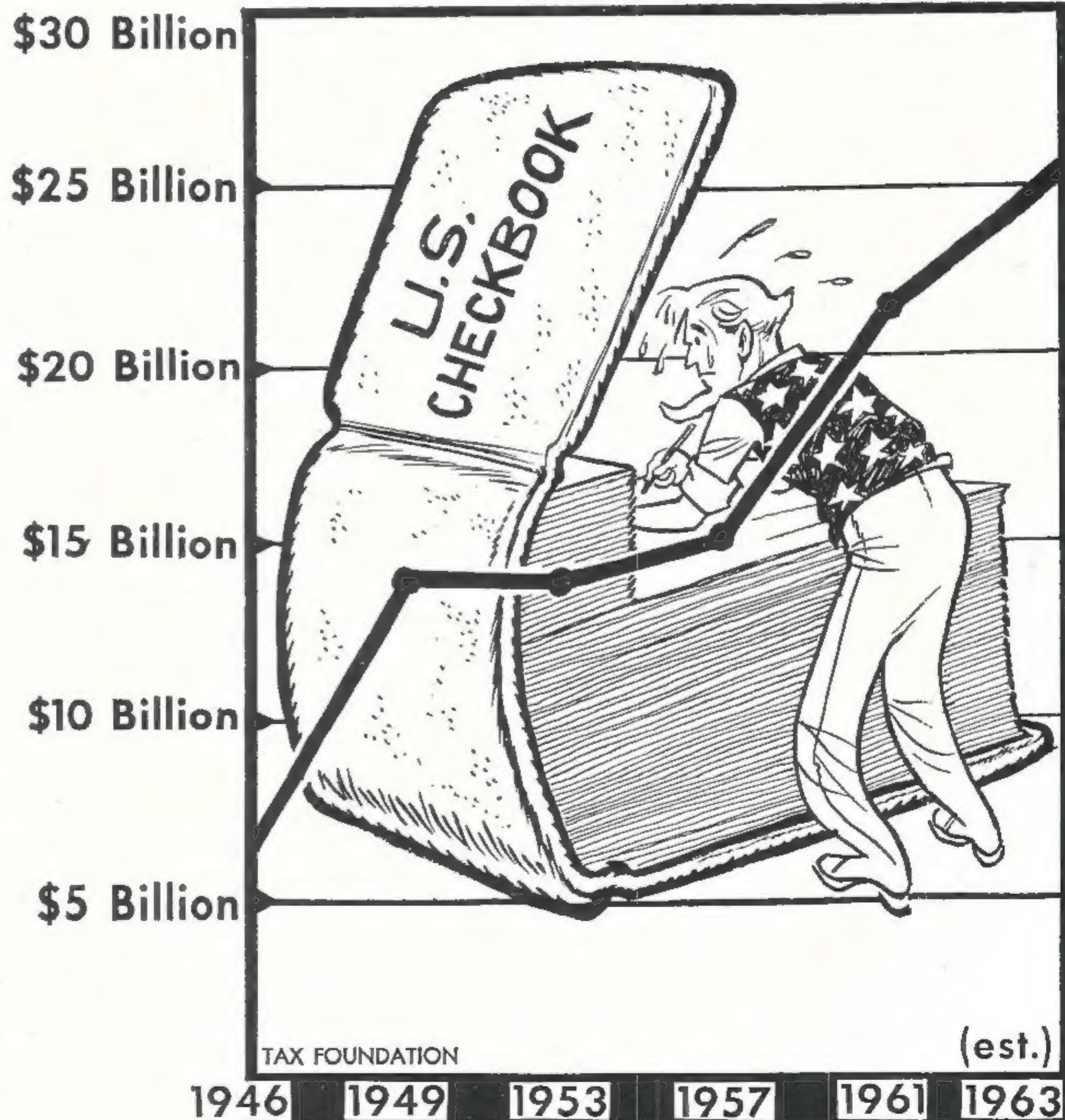
Sixteen Cents Does It

A visitor once chided Andrew Carnegie for having so much money, and proposed that the wealthy man share it more equitably with others.


Calling his secretary, Carnegie asked for a statement of his wealth and the latest figures on the total population of the world. After receiving these facts, he figured for a few moments and then instructed his secretary, "Give this man 16 cents. That's his share of my wealth!"

—JST

Big Jump in Nondefense Spending



HOW FEDERAL BUDGET spending for aids and benefits for the civilian population more than tripled in the last 17 years, from \$7 billion to \$26 billion, is shown in Tax Foundation, Inc.'s new study, "Growth of Federal Domestic Spending Programs, 1947-63."



THE HOOT OF OWLS, the mooncast shadow of a cat, the rustle of autumn leaves and the first cloud of breath on the fall air—all harbingers of the only pagan festival still celebrated in America—Halloween. There is probably no other holiday on our calendar which holds as much superstition or carries as much fantasy as Halloween. And the source of all of this can be traced back to the Roman Empire.

The ancient Romans annually celebrated a harvest festival, Pomona, which is considered to be the original seed of our present Halloween. Although, unlike our holiday, the Romans had no truck with spooks or goblins. It was not until the Celtic druids, or priests, began the celebration of Samhain, the end of summer, that our present-day festival began to take shape.

The Celtic year ended on October 31, and this date had great significance. Not only was it celebrated as a harvest festival, but it had a great many religious aspects. It was believed that the dead returned to their homes on that night and warmed themselves for the long winter to follow. It was from that belief that the custom of building bonfires on the hilltops, still a practice in parts of Ireland and Scotland, arose. The fires were lighted at dusk on the thirty-first and they burned through the night to light the way for the dead spirits.

The druids also practiced divination during this celebration. They believed that, on this night, it was possible to ascertain the future, especially by consulting with anyone who had been born on Halloween. This custom is still part of the festivities in Ireland, Scotland and Wales, however, today the celebrants attempt to guess who will be their marriage partners.

In about the eighth century, the celebration of Halloween took on a Christian aspect. It was in that century that the Pope proclaimed All Saints' Day as an official day of observance throughout the Christian world. The date set for this church celebration was November 1. In following years, All Souls' Day began to be celebrated on October 31, and it took on the religious

significance of the druid feast day, in that the dead were remembered on this particular day of the year. In the Celtic nations such as Scotland, Ireland and Wales, some of the practices of the old pagan festival were carried over and performed on this new Christian holiday of All Hallows Eve.

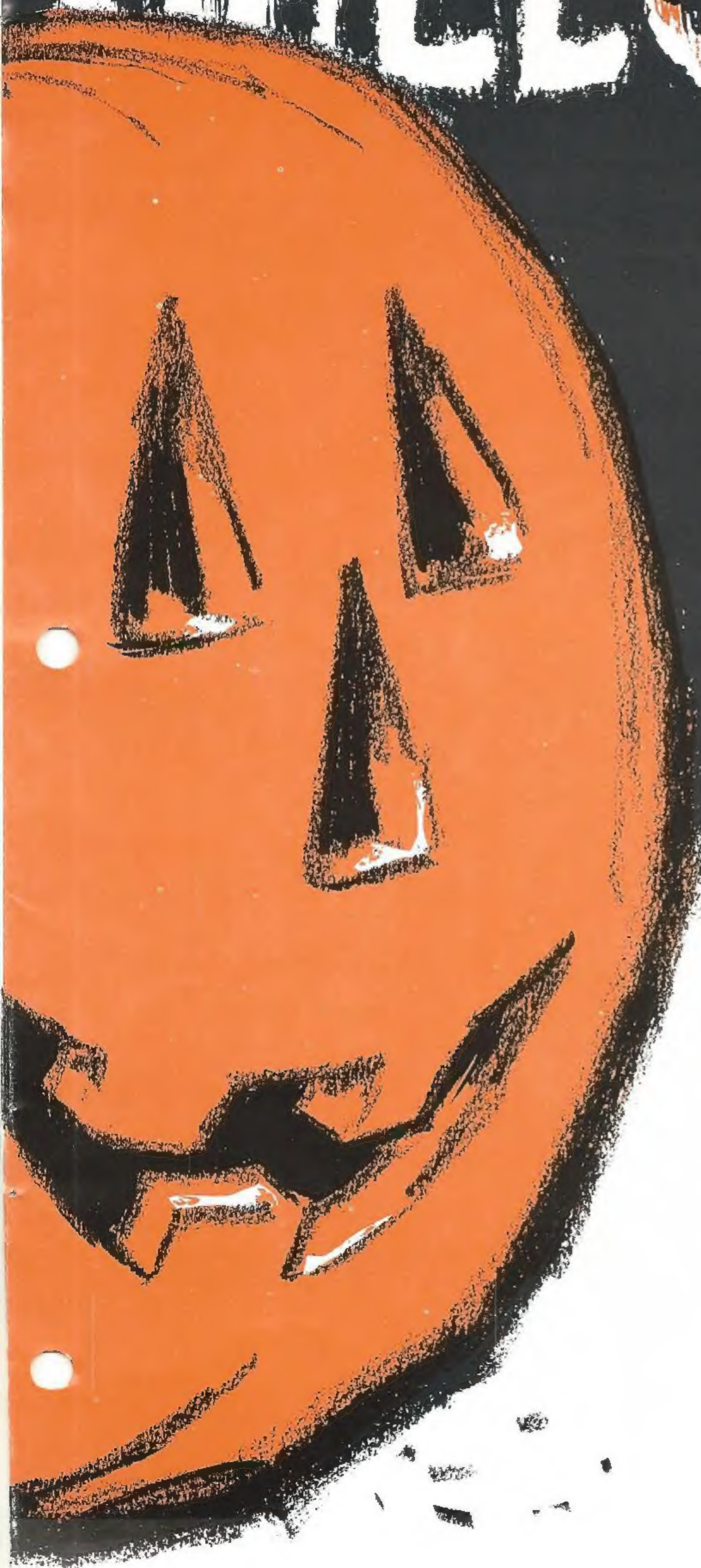
The history of Halloween in the United States dates back to the late 19th Century. It was about this time that the heavy immigration of Irish took place and they brought their Celtic customs with them. Among these, of course, was Halloween. We have these customs to thank for all our present ways at Halloween. The Irish were great believers in the "little folk" and they believe that these fairies were especially active on this particular night. The mischief that occurred on this night could be attributed to them rather than to any human source.

They also thought that the "little people" would not harm those who were generous and so the trick or treat custom came into being. Along with this, the participants took to dressing like members of the opposite sex, to confuse the victims of their tricks. Later they took to wearing all sorts of costumes to hide their identities, and to further confound the victim, they began to wear masks.

However, the celebration began to take on the aspects of vandalism as more gateposts began to appear on church tops and people's windows disappeared under a blanket of soap. One of the most popular early pranks was to carry a bag of flour and use it liberally on the clothing of passers-by. As the tricks got more violent, the victims got proportionally less patient. In the end, the law began to take action and the celebration began to lose some of its lustier aspects.

Today's version of Halloween is considerably tamer than yesterday's. And it is not uncommon for a trick or treater's dutiful parent to be lurking just out of sight as his offspring plys the neighborhood for swag. Whether the lustier form is to be mourned or not, remains a moot point. There is no debating, though, that it is a night for "the little people" and the "big people" still look apprehensively over their shoulders on All Hallows Eve.

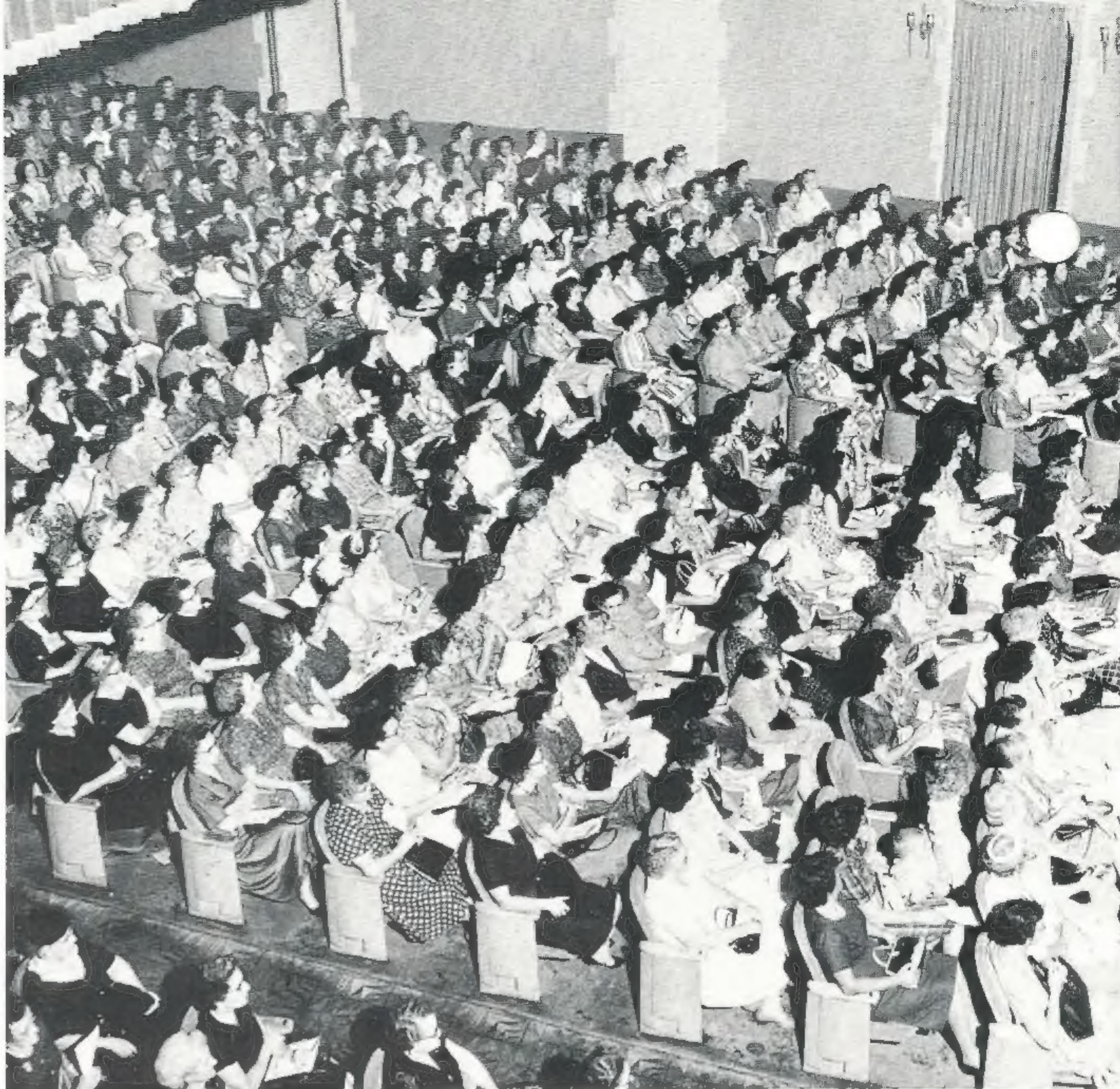
HALLOWEEN



HALLOWEEN FUN. Pam, 8, Patti, 6, and Joey, 7, the children of Floyd Hebert, Appliance Repair, Orange, get into the spirit of Halloween as they make their first jack-o' lantern from a real pumpkin. After selecting the right pumpkin, the children drew a face to their liking and started to work to cut it out. When they had the face cut out, they put the finishing touches to it. Pam straightens the smile as Joey makes the nose a little larger. Patti is concentrating on scraping the inside so it will be firesafe. In the bottom picture the children show off their finished, candle-lit jack-o' lantern to their cousin, Jordan.

*Beaumont's home service
staff puts best
foot forward in
"Showcase of Electrical
Living" while . . .*

Playing to an Overflow Audience



SORRY, NO MORE ROOM. Ralph Spafford, supervisor of residential sales, Beaumont Division, had the unpleasant task of telling late-comers at the Beaumont presentation of "The Showcase of Electrical Living" that there was no more room in the theater. The "Showcase" played to over 1,800 Sabine area ladies on September 19.



PRESENTS MAIN DOOR PRIZE. R. A. McAlpine, superintendent of sales, Beaumont Division, presents Mrs. W. A. Billingsley of Nederland with the grand prize of the day, a new G.E. Americana split-level electric range. Assisting is Clayton L. Lau, Jr., advertising manager of the Beaumont Enterprise Company, co-sponsor of the program.

AN overflow crowd of better than 1,800 Sabine-area homemakers turned out to learn why living is better when it is electric, September 19, when the Showcase of Electric Living came to town. Many latercomers on the ends of the block-long lines were turned away when available standing room was filled at the Jefferson Theater in downtown Beaumont.

This was the second presentation of the Showcase, which enjoyed a successful two-day premier run in Baton Rouge June 19-20. Capacity crowds totaling nearly 2,000 saw the Baton Rouge edition. Joe DeJean, residential sales promotion supervisor, and Leonora O'Neal, home service director, produced this year's Showcase.

The show was co-sponsored by our Company and the Beaumont Enterprise and Journal, daily newspapers. Downtown Beaumont Unlimited merchants also participated in the show, providing free parking in downtown lots for all who had their tickets stamped at the door.

Home service advisors Grace Brooks and Gwen Hansen of Beaumont and Harriet Babin of Orange presented demonstrations on the electric range, food freezer and washer and dryer. Interspersed between the demonstrations

were songs, dances by Reddy Kilowatt and a style show.

R. M. Frost, vice president and business manager of the Enterprise Company, got the program under way shortly after 9:30 a.m. with a welcome to the women and scattering of men who packed the theater. V. P. Owen of Chicago, marketing representative of the Hotpoint Division of General Electric Company, then took over as master of ceremonies and commentator for the style show. Mr. Owen also presented the all-electric living story highlighting the Gold Medallion Home.

In her 30-minute electric range demonstration Mrs. Brooks prepared a "perfect setting" oven meal of parmesan oven-fried chicken, savory rice, Harvard beets and glazed carrot cake. She also prepared a five-pound sirloin tip roast on the rotisserie, luscious peaches and cream pie, quick hot potato salad, frozen peas on the automatic surface unit and broiled rangeburgers. The peaches and cream pie, roast, carrot cake and oven meal were given away to members of the audience.

In two 15-minute demonstrations, Miss Babin discussed the advantages and uses of the washer and flameless electric dryer, showing things that have been laundered such as pillows, blouses and men's wash and wear suits, and

Mrs. Hansen talked on the advantages of a convenient, money-saving home freezer, as well as unusual food items which may be preserved by freezing. She also showed a variety of packaging materials. The main features of this part of the program were a colorful butterfly cake and sandwiches, both standard and party, which can be prepared and then put in the food freezer until time for use.

Mrs. W. A. Billingsley of Nederland won the new G. E. Americana split-level electric range given away as the main prize of the show. The prize was presented by R. A. McAlpine, Beaumont Division superintendent of sales, and Clayton L. Lau Jr., advertising manager of the Enterprise Company.

Others appearing on the program were Madeline Hill as Reddy Kilowatt, physical education student at Lamar Tech; Jeanette Hall, daughter of G. G. "Gandy" Hall, Neches Station electrical maintenance supervisor, and Steve Young, Lamar music students who sang; and Al Sacker, who presented musical selections and accompanied the singers on the Jefferson Theater organ.

Six young Beaumont women modeled the line of fall fashions provided by the White House of Beaumont. Featured in the three-part style show were wash and wear garments.





GETTING THE IDEA ACROSS. Perry Murphy and a barefoot Al Young coach Harriet Babin into the right pose to illustrate that an electric home laundry helps make household chores as easy as snapping your fingers. Al's shoes and sox were drenched by water from the washing machine he helped to set up, which explains his shoeless condition in this picture and one on the opposite page.

A Look Behind the Scenes

. . . at the work that goes into the preparation of successful advertising and publicity

"**H**OLD that light up a little more. That's too much. Now over to the left."

"Are you ready to shoot?"

"Yes. Let's take two of this pose. Ready on the set? All right, on my count of three. Here we go—1-2-3. Got it. Now one more time—1-2-3."

"Looks good from here. Now on the next shot let's try. . . ."

And on it went. Time after time the props were set up, the lights and camera, the models coached into that "different" pose and the pictures were taken.

Hours of planning and working were required to line up the publicity and advertising for the Showcase of Electrical Living, hours that paid off in the turn-away crowd that came out for the program held September 19 in the Jefferson Theater in downtown Beaumont. These candid photos show some of the behind-the-scenes action that took place during the shooting of the publicity pictures.

Scenes portrayed on these pages are typical of the type of work that goes into making any advertising-publicity campaign of our Company a success.

The photographer shown in this series is Perry Murphy, national advertising manager for the Enterprise Company, co-sponsor of the Showcase. Assisting is Al Young, Advertising Department writer, who handled arrangements and acted as coordinator for Gulf States. Cleo Tolley, stenographer in the Sales Department, donned the Reddy Kilowatt costume for the publicity photos.

Others shown are Leonora O'Neal, director of home service, Grace Brooks, Gwen Hansen and Harriet Babin, home service advisors, and Madeline Hill, Lamar Tech student who danced the part of Reddy Kilowatt in the program. Models who participated in the fashion show pictured here are Mrs. Woodson E. Dryden, Mrs. Gordon Keller, Mrs. Roy Lee Zummo and Mrs. William Roane.



THE CHIC LOOK OF CLEOPATRA. Mrs. Woodson E. Dryden holds pose while Perry checks details of set. Al is not quite satisfied with the way the stole is draped.



BRIEF PAUSE FOR ADJUSTMENT. Gwen Hansen, partially hidden, pins back of Harriet Babin's borrowed costume. Leonora O'Neal stands ready to lend a hand.



READY TO SHOOT. Perry and Al stand intently with flashguns poised and camera set to catch just the right moment. By aiming the flashguns with the proper angle at the back wall they got a bounced light that illuminated the room evenly and cut down shadow effect.



WORKING, BUT WHO WOULD BELIEVE IT. A smiling, debonair Al positions models Mrs. Roy Lee Zummo, left, and Mrs. William Roane while camera is lined up for next shot. Al donned coat and shoes for the occasion.



A LOOK OF INDECISION. While Mrs. Gordon Keller poses prettily Al holds up the scenery waiting for the last second before the picture is snapped to turn loose. The heavy hamper of artificial fruit was too much for the wooden frame to support. Mrs. Keller is also holding it with the hand behind her back.



HASHING OUT A PROBLEM. Perry and Al hold earnest discussion on what to do with the pie Grace Brooks is holding. Mrs. Brooks waits patiently for decision on how to put the pie in the oven.



A COLD WEATHER CAP FOR REDDY. Above, Al adjusts parka hood on Cleo Tolley for picture of Reddy Kilowatt emerging from freezer. Perry and Mrs. Hansen stand prepared to offer their opinions on how it should go. In picture below Cleo and Madeline Hill appear to be talking over next pose. Actually Cleo, whose vision is obstructed by the Reddy hat, is trying to find Madeline.



Recipes from the Treasure Chest

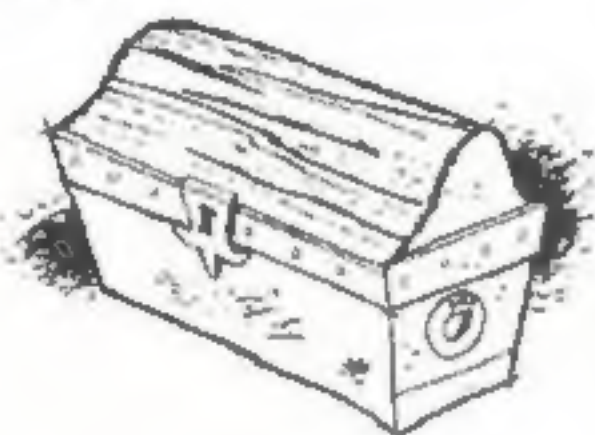
*. . . as presented by our home
service advisors throughout
our service area during showings
of Showcase of Electrical Living*

Parmesan Oven Fried Chicken

1 stick butter or margarine	2 tsps. salt
1½ cup fine, untoasted bread crumbs	Pepper to taste
One 1½ oz. pkg. parmesan cheese	1 tsp. monosodium glutamate (optional)
	One 2½ lb. fryer, cut for frying

Place stick margarine or butter in 14 x 9 x 2 inch baking pan and melt or warm heat while preparing chicken. Make bread crumbs in blender from fresh bread. Combine bread crumbs, cheese, salt, pepper and monosodium glutamate in paper bag. Dip chicken in melted margarine then shake two or three pieces in crumbs and place in baking pan. Do not crowd. Bake electrically at 350 degrees, 1 to 1¼ hours with oven meal.

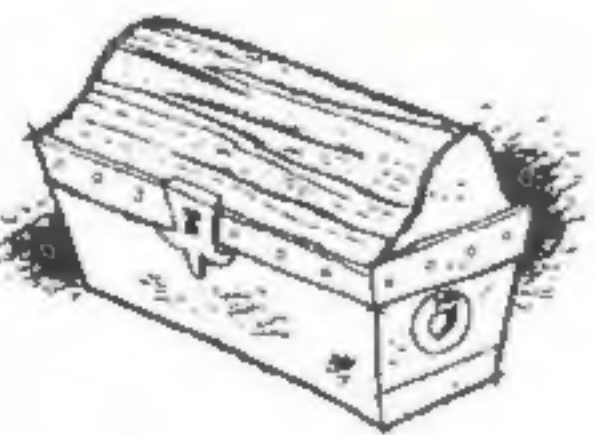
Variation: for sesame chicken, use 2 Tbsps. sesame seeds instead of cheese.



Harvard Beets

¼ cup water	⅓ cup sugar
¼ cup vinegar	¼ tsp. salt
½ Tbsp. corn starch	2 Tbsps. oleo or butter

8 medium sized raw beets, peeled and sliced. Combine all ingredients and place in two-quart baking dish with tight fitting cover.



Savory Rice

4 strips of bacon, diced	2 cups water
1 medium sized onion, chopped	1 beef boullion cube
½ small bell pepper, chopped	1 tsp. salt
1 cup raw rice	½ tsp. Worcestershire Sauce
	2 Tbsps. diced pimento

Fry bacon until crisp, remove from pan. Pour off fat leaving about one tablespoon. Saute onion and pepper. Add remaining ingredients. Mix in bowl. Pour into one quart casserole, cover. (To cook on surface unit use saucepan and cook 30 minutes.)

Glazed Carrot Cake

3 cups sifted all purpose flour	1 tsp. vanilla
2 tsps. baking powder	1 No. 2 can crushed pineapple well drained
1 tsp. soda	1 cup pecans, chopped (optional)
½ tsp. salt	2 cups finely grated carrots
2 tsps. cinnamon	
1½ cups salad oil	
2 cups sugar	
3 eggs	

Sift all dry ingredients together. In the mixer blend salad oil and sugar thoroughly. Add eggs one at a time, beating well after each addition. Add vanilla. Turn mixer to lowest speed and blend in sifted dry ingredients. Combine pineapple, pecans and grated carrots. Fold gently into batter. Bake electrically at 350 degrees with oven meal for 1¼ hours.

Orange Sauce

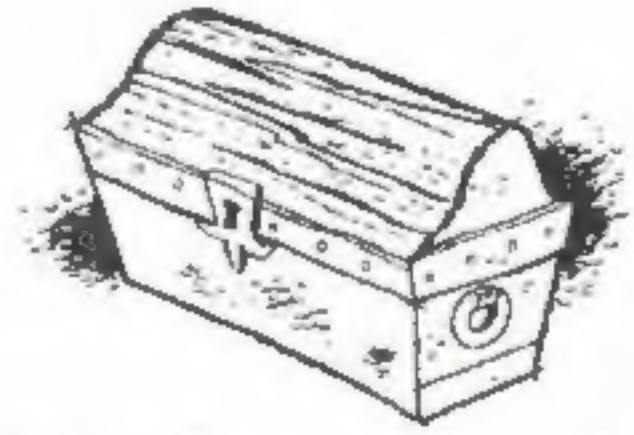
One 6-oz. frozen orange juice concentrate 1 cup sugar

Combine orange juice and sugar and bring to boiling point. Pour this sauce over hot carrot cake in the pan. Let stand for at least three hours or overnight.

Glaze

1 cup powdered sugar about 1 Tbsp. water

Combine sugar and water in small mixer bowl and blend thoroughly. Drizzle over carrot cake after glaze has set.



Sirloin Tip Roast on Rotisserie

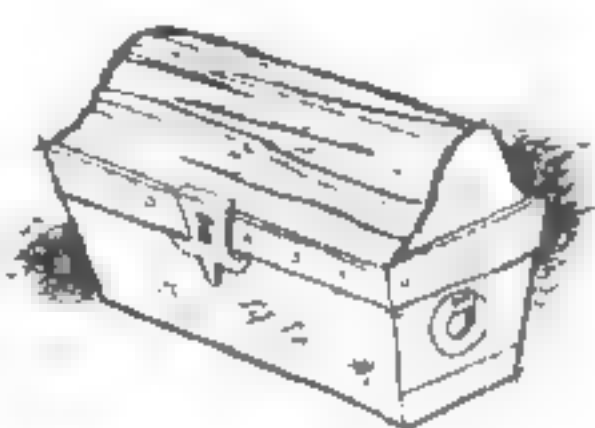
One 4-5 lb. sirloin tip roast	2-3 green onions (optional)
½ lb. kidney suet	

Insert strips of suet into meat (this is called larding). Also insert chopped onion (including tops) if desired. Tie roast securely, inserting suet under string for basting. Make as nearly uniform in shape as possible. Center meat on spit of rotisserie and cook 22-30 minutes per pound, depending on doneness desired. Leave oven door ajar as for broiling or follow manufacturer's directions. Meat will be juicy and have a wonderful flavor.

Rangeburger

- | | |
|----------------------|-------------------------|
| 6 hamburger buns | 1/4 tsp. Worcestershire |
| 1/4 cup butter | Sauce |
| or margarine | 1 lb. lean ground beef |
| 1 Tbsp. onion grated | |

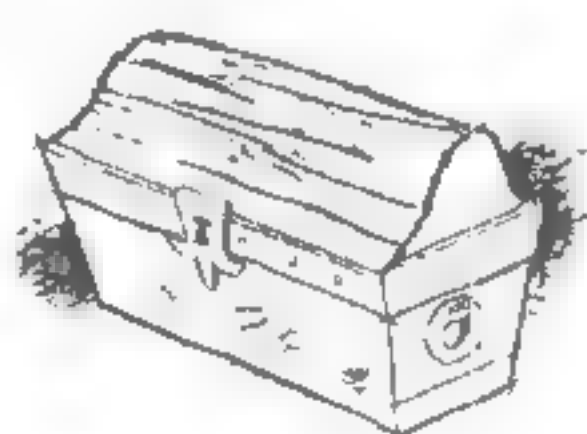
Split buns and spread both sides with mixture of soft butter, onion and Worcestershire Sauce. Divide ground beef into 12 portions. Place each portion of meat between two pieces of waxed paper and spread thin using spatula. Make pattie slightly larger than bun, then place thin meat pattie on both the bottom and top side of buttered buns. (Each finished hamburger will have two thin patties of meat.) Make sure meat covers entire bun. To broil, place on cookie sheet or broiler rack with meat side up. Place 4 or 5 inches from broiler unit. Broil 10-12 minutes. All juices will cook into bun. Add lettuce, tomatoes and pickle and serve while hot. These can be packaged as open face sandwiches and frozen until ready to broil.



Peaches and Cream Pie

- | | |
|------------------------------|---------------------------------------|
| 4 cups minature marshmallows | 1 cup crushed fresh or frozen peaches |
| 2 Tbsps. orange juice | 1 baked 8" or 9" pastry shell |
| 1 Tbsp. lemon juice | |
| 1 cup heavy cream | |

Combine marshmallows, orange and lemon juice in a saucepan and melt on warm heat. Cool to room temperature. Whip cream and fold into crushed peaches and cooled marshmallow mixture. Pour into baked pastry shell. Chill 2 or 3 hours.

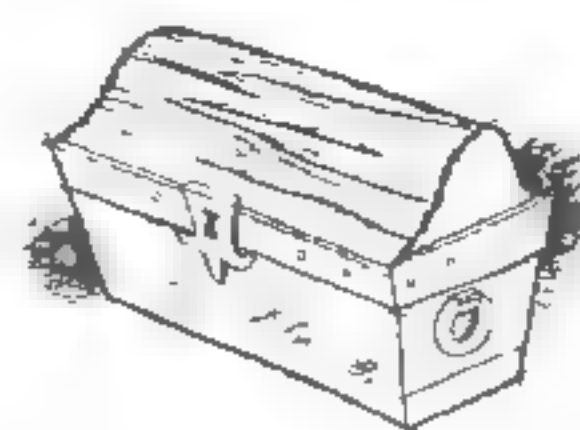


Quick Hot Potato Salad

- | | |
|---|--|
| 3 cups cooked potatoes or 2 No. 303 cans potatoes | 2 Tbsps. water or liquid from potatoes |
| 1 lb. frankfurters | 1 Tbsp. prepared mustard |
| 2 tsps. instant minced onion | 1 tsp. salt |
| 1/4 cup minced parsley | 1 tsp. sugar |
| 1/4 cup vinegar | 1/2 tsp. pepper |
| | 1/4 tsp. red pepper |

Drain potatoes, saving two tablespoons of liquid. Cut potatoes and franks into bite size pieces into a 2 1/2 to 3 quart saucepan. Combine all other ingredients in a small bowl or cup and pour over potatoes and franks. Cover utensil. Cook on 6-inch unit.

Turn switch to high until steaming freely, then to low for 10-12 minutes. Stir thoroughly from bottom to blend flavors. Serve hot. Serves 8-10.



Emerald Cottage Cheese Salad Mold Party Fare

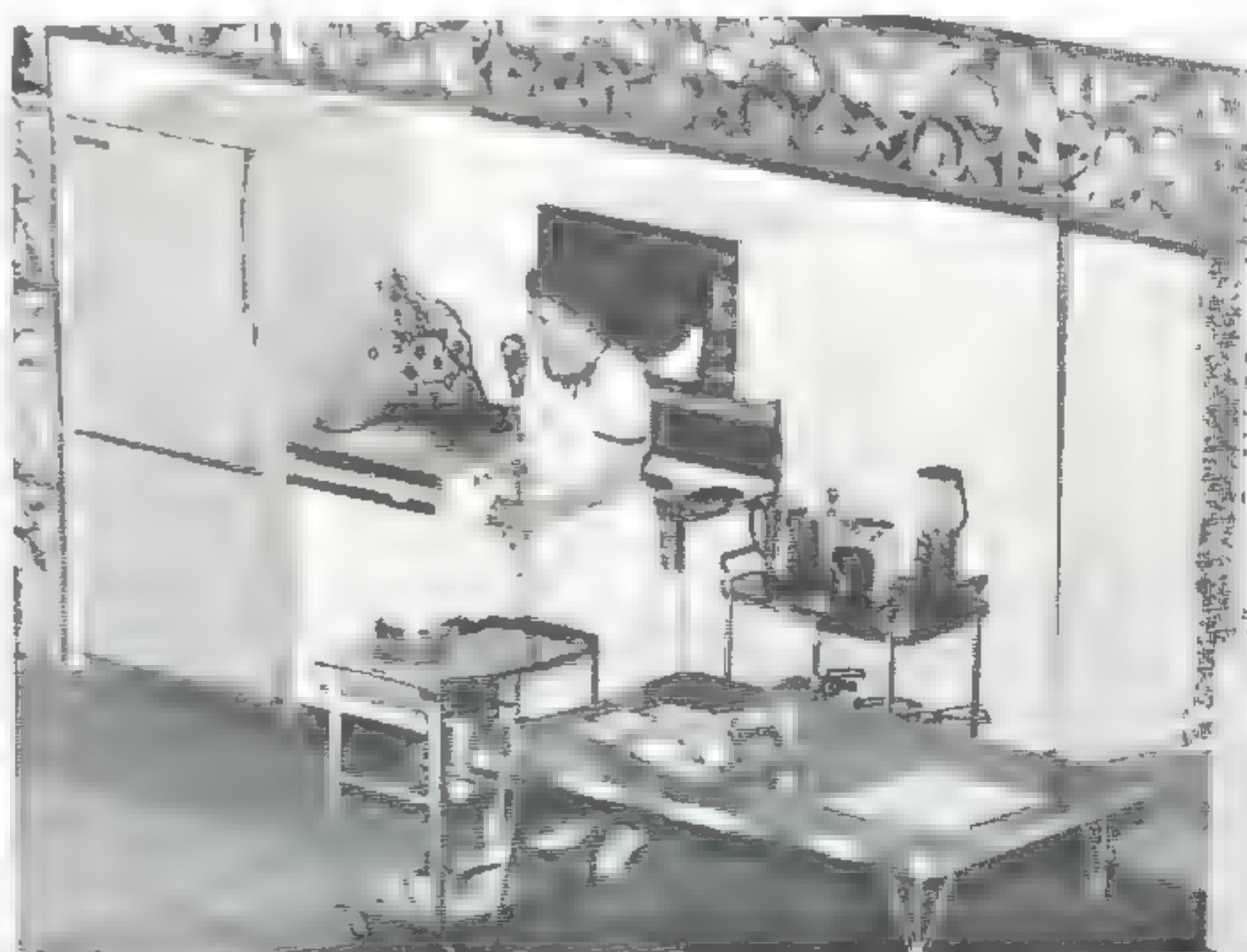
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|--------------------------------------|-------------------------------|
| 1 No. 2 can crushed pineapple | 2 cups cottage cheese (1 lb.) |
| 1/2 cup lemon juice | 1 cup diced celery |
| 1 cup boiling water | 2 tsps. prepared horseradish |
| One 6-oz. pkg. lime flavored gelatin | 1/2 tsp. salt |
| 1 cup walnuts, chopped | |
| 2 Tbsps. grated lemon rind | |

Drain pineapple, save juice. Combine pineapple juice, lemon juice and water to make 2 cups liquid. Add boiling water to gelatin and stir until dissolved; add remaining two cups of liquid. Chill mixture until syrupy. Place 1 1/2 cups of syrupy gelatin into a medium size bowl (keep remaining syrupy gelatin at room temperature). Fold in pineapple, walnuts and lemon rind. Pour into lightly greased loaf pan (9x5x3). When first layer is firm, beat syrupy gelatin until fluffy; blend in cottage cheese, celery, horseradish and salt; spoon this mixture over pineapple layer in pan. Chill until firm. Unmold and garnish with avocado slices. Serve with Banana-Nut Dressing. Makes 8-12 servings.

Banana-Nut Dressing

- | | |
|--------------------------|----------------------|
| 1/2 cup mayonnaise | 3 Tbsps. heavy cream |
| 1 banana, mashed | 1 Tbsps. lemon juice |
| 1/2 cup walnuts, chopped | |

Blend all ingredients in small bowl. Makes 1 cup dressing.



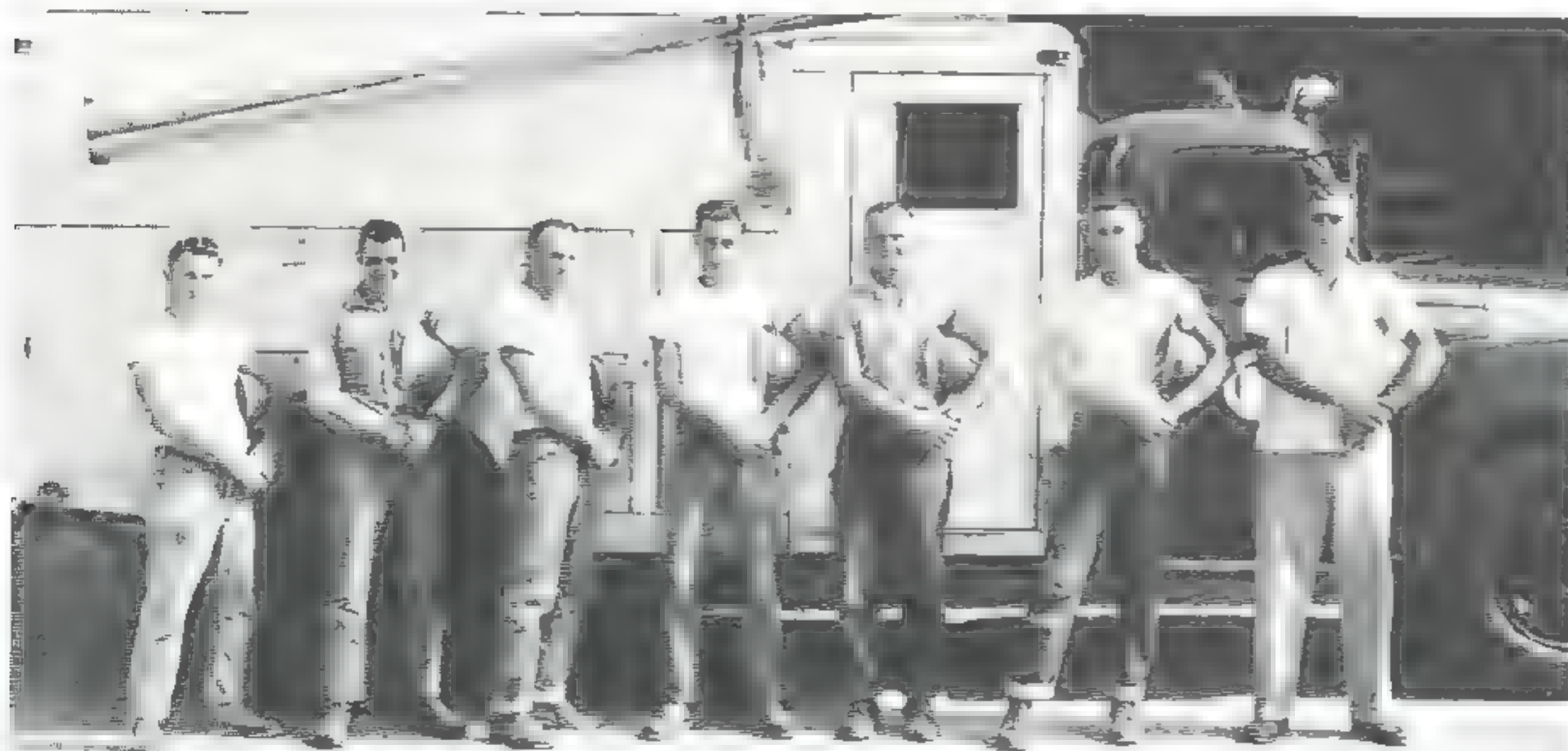
TREASURE CHEST COOKING. Mrs. Grace Brooks, home service advisor, Beaumont, presents a collection of mealtime ideas during the Showcase of Electrical Living in Beaumont.



WELCOMED TO OPEN HOUSE. R. O. Wheeler, second from right, Baton Rouge Division manager, welcomed Denham Springs Mayor Shelly O'Neal and David G. Galbraith, Chamber of Commerce president, to the open house of the new Denham Springs office and service center. J. W. Lamm, right, is local superintendent.

Informal open house marks completion of . . .

Our New Home At Denham Springs



LINE CREW ADDED TO STAFF. Upon completion of the new service center this seven-man line crew was transferred to Denham Springs to assure our Livingston Parish customers of even more dependable service. Left to right, the crew members are, Robert Stephenson, Carl J. Paline, James R. Barnett, Edward May, John Koles, Huey Stafford and Dick Smith, foreman.

THE citizens of Denham Springs and Livingston Parish came out on September 19 to view our Company's newest office building and service center at the informal open house held at the recently completed district headquarters at 300 Julia Street in Denham Springs. More than 450 visitors, including the city's mayor and council, toured the new facilities.

Our Company has played a very active role in the lives of Denham Springs residents since 1929. It was in that year we acquired the electric system of the town and built a high-voltage transmission line connecting the area to Louisiana Station in North Baton Rouge. For the past 15 years our local office has been located in the downtown business district at 104 Range Avenue. Prior to 1945, our business was conducted in a smaller location. Thus this latest move marked another milestone in the 33-year history of our Company in Denham Springs.

The new facility covers 6,450 square feet and includes a business office and adjoining service center. The building is of masonry, concrete and steel construction, with face brick exterior. Plate glass was used on a portion of the front and one side, with colored porcelain enameled panels from the top of the glass to an aluminum strip which tops the building walls.

Electrically cooled and heated year-round with a heat pump, the building also contains a complete all-electric model kitchen and laundry. An additional convenience is the drive-in window at which our customers can pay their bills without leaving their cars.

Local Staff Headed by J. W. Lamm

J. W. Lamm, local superintendent, heads the 18 member staff in Denham Springs. In addition to Mr. Lamm the personnel include a seven man line

DRIVE-IN SERVICE. Much like a bank, the new office offers an added convenience for our customers—a drive-in window for paying bills without leaving their car. Mrs. Hazel Haviland serves a customer from the new facility.



crew, four servicemen, a sales representative, two clerks, two meter readers and a janitor.

Mr. Lamm has been superintendent in Denham Springs since 1955, after serving in various positions throughout the Baton Rouge Division. Of his 24 years service with the Company, 20 years have been in Denham Springs.

Other long-time local employees are Gordon Hatchell, Ernest Kelly, Darrell Clement, Herbert De Laune and George "Billy" Henderson. These six men total 95 years of service with our Company.

Many Years of Experience

Mr. Hatchell, a serviceman, has been with our Company for 17 years, all of which has been in Denham Springs. Mr. Kelly, like Mr. Hatchell, is a serviceman with 17 years, seven years in Denham Springs.

Mr. Clement has been a serviceman in Denham Springs for 15 years, while Mr. De Laune, a sales representative, has 14 years service. Mr. Henderson, the fourth serviceman, has worked eight years for our Company, four years in the local office.

More Dependable Service

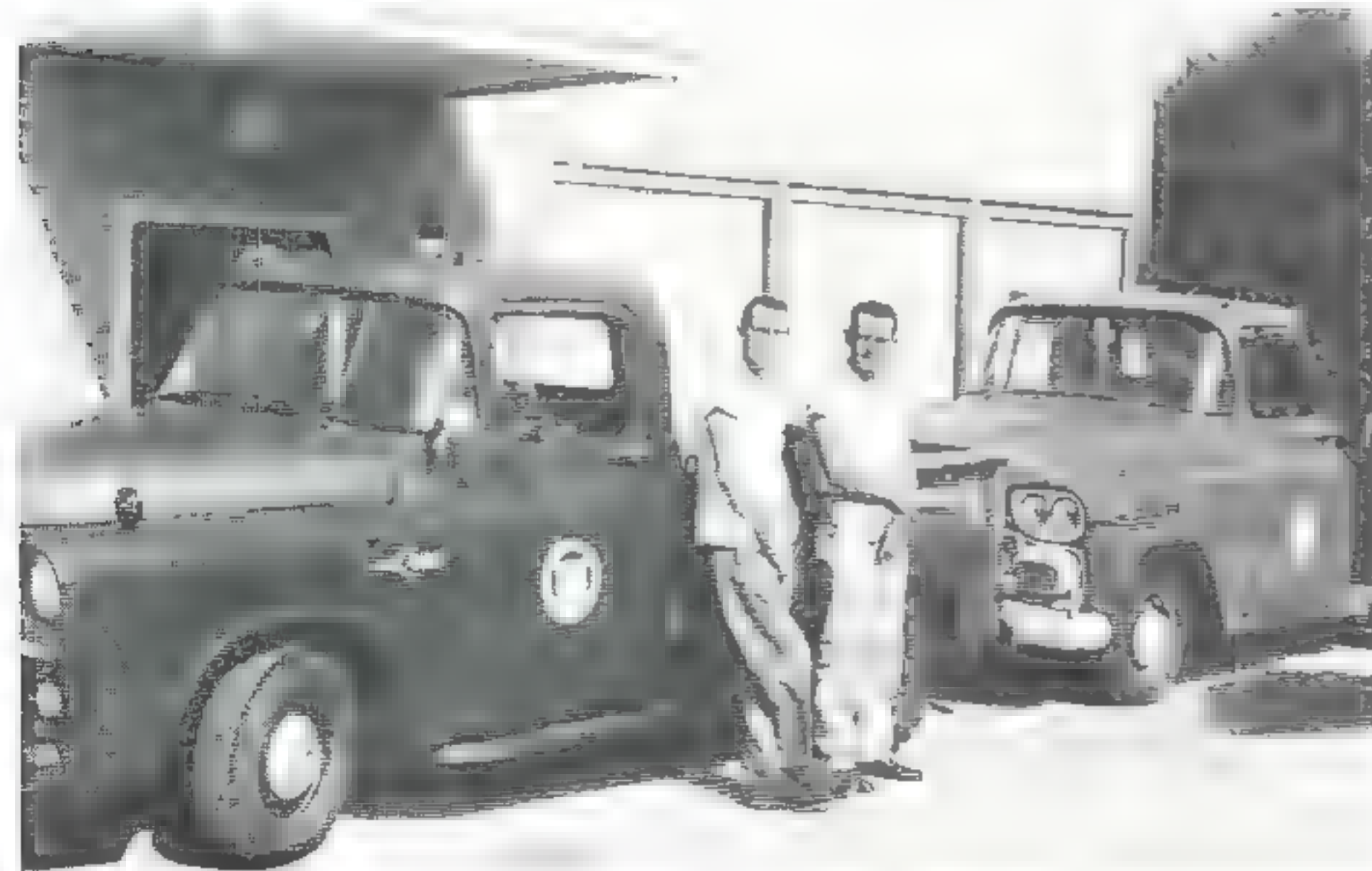
Assured by Added Line Crew

The seven man line crew was recently moved to Denham Springs from the Baton Rouge T&D to provide more readily available personnel for continued dependable service to our residential, commercial and industrial customers in Livingston Parish. The crew is headed by Dick Smith, foreman, who has served 16 years with our Company. Members of the crew are Robert Stephenson, Carl J. Paline, James R. Barnett, Edward May, John Koles and Huey Stafford.

Other members of the local staff include Mrs. Jeanette Roberts and Mrs. Frances West, clerks, and Vernon Garrison and Earl Miles, meter readers. Lawrence Jordan was recently employed as janitor for the new office building.

At noon on September 19, our Company played host to the Denham Springs Chamber of Commerce, at the Chamber's luncheon. Following the luncheon the members toured the new office and service center.

During the tour, Chamber President David G. Galbraith commented, "This modernization of Gulf States certainly adds to the community. We hope it will encourage other businesses to modernize."



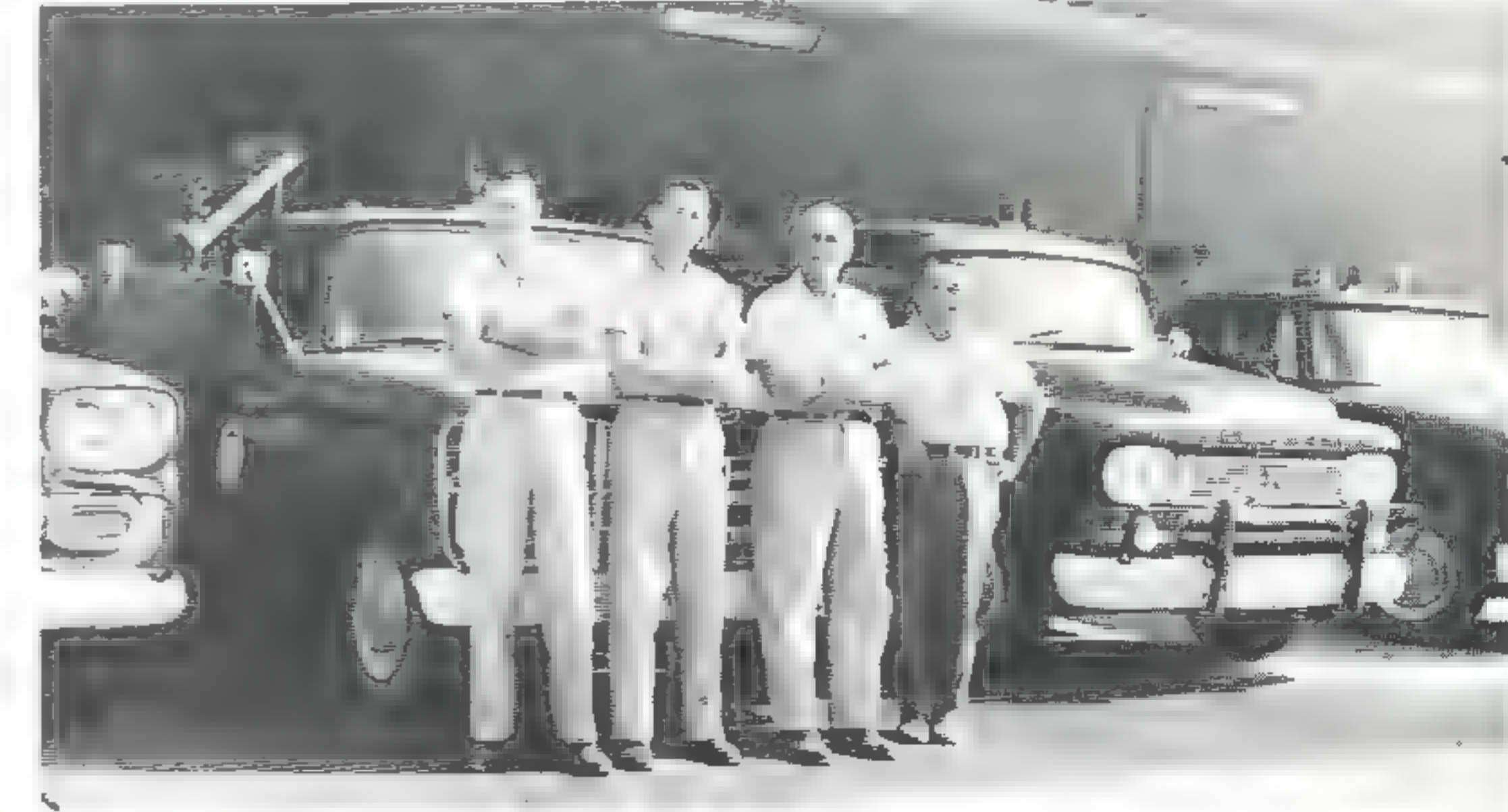
DENHAM SPRINGS METER READERS. Vernon Garrison and Earl Miles, meter readers, pose outside the modern, electrically cooled and heated brick office before starting on their rounds.



A CHEERY GREETING. Mrs. Frances West and Mrs. Jeanette Roberts, local office clerks, cheerfully greet visitors to the sales floor of our newest office.



SALES FLOOR DISPLAY. Herbert De Laune, sales representative, makes a last minute check of the washer-dryer display on the sales floor before the open house.



LOCAL SERVICEMEN. George "Billy" Henderson, Ernest Kelly, Gordon Hatchell and Darrell Clement, servicemen, line up their trucks at the loading ramp in the service center.

YOU DON'T NEED A CRYSTAL BALL...

WHAT do you know about fire?

Most people know fire menaces life and property under certain conditions and that's about it.

Basically, there are three ingredients in every fire—fuel, oxygen and heat.

Take away any one of these three and a fire goes out. But where the three are present, a fire can start and grow and grow and grow.

For your own safety there are certain things you should know about fire. Remember these fundamentals, and the likelihood that you or your family will be injured in a fire decreases.

All fires are little ones before they become big ones. A fire can start when a short circuit occurs in an electrical appliance in need of repair. A fire can start in a greasy oven in a home, or in a dirty grease duct in a restaurant. A fire can start if gasoline for your lawn mower is not kept in a safety can and stored in a place where fumes cannot reach an open flame. Fires can start in many ways, but the great majority can be traced to one cause.

Three-fourths of all fires are the result of carelessness.

fire potential in your home, check all storage areas and throw out all combustibles you have no further use for.

The same holds true for your utility room. Paints and other combustibles should be kept in closed containers, and all paint cans, old brushes and oily rags should be thrown out. Be sure that old magazines, newspapers, and other combustibles are not stacked next to the heating unit.

Make sure that trash is not permitted to accumulate under stairways.

Do you know why a fire may suddenly spread from a ground floor to the top story of a private dwelling or apartment house, leaving some of the rooms temporarily untouched?

The reason is that heat from a fire rises. Suppose that a fire breaks out in the basement in an accumulation of trash in a multi-story apartment house. As the fire grows hotter, the heat accumulates and rises, seeking an outlet. It is possible that the heat will rise until it hits the roof. When enough heat has accumulated there, the roof and top story of the building will ignite. There have been instances, where heat from a basement fire in a private dwelling has swept up an unprotected stairway, missing the first

...to know you're apt

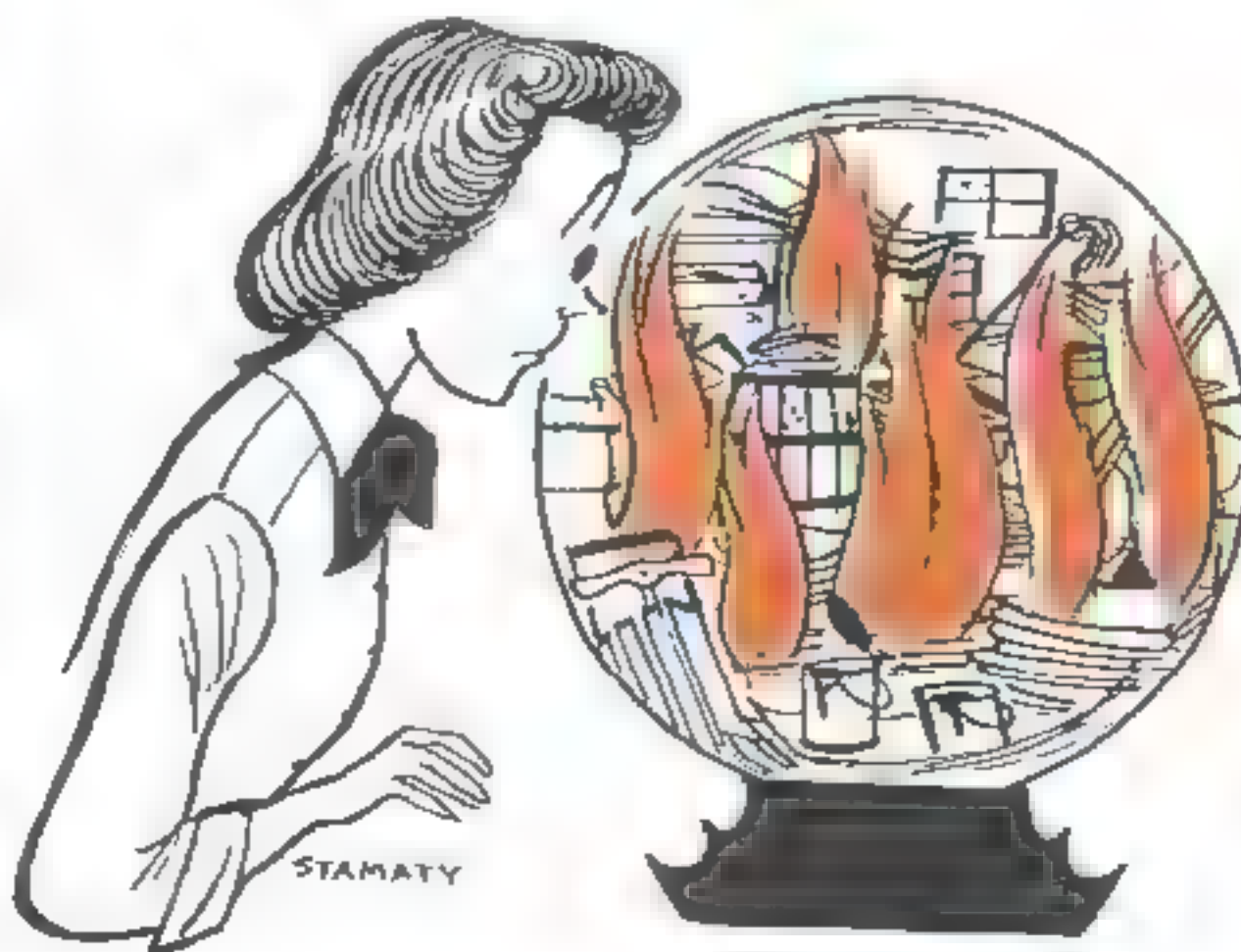
Just think, simply by using care with fire, we can greatly reduce our annual fire toll of 11,700 lives and property damage in excess of \$1 billion.

Fires spread in places where there are combustibles to feed on. Fires may start in the attic where old magazines and newspapers, discarded clothing, old furniture, and other trash is permitted to accumulate. To reduce the

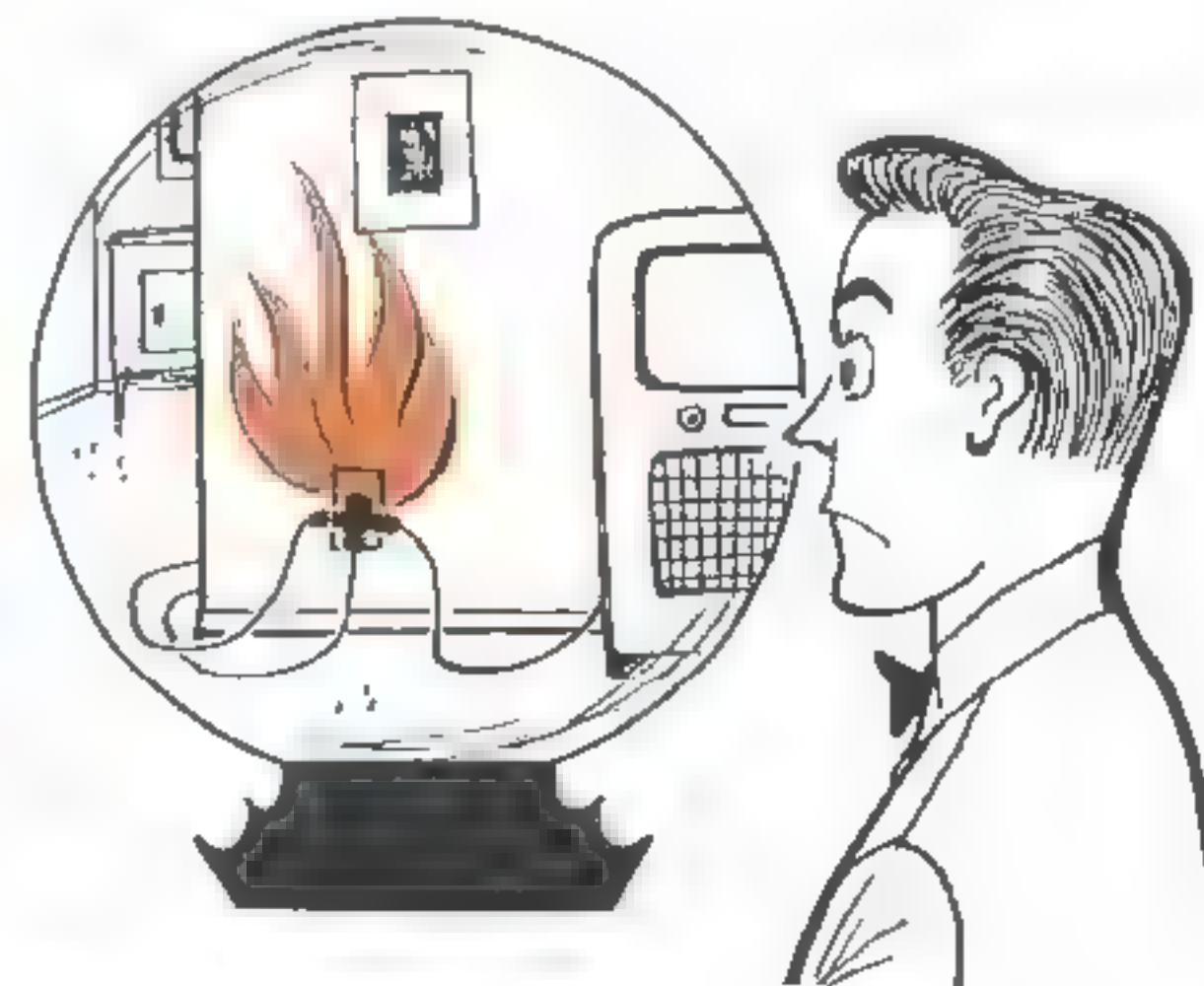
floor completely and igniting the second floor.

The most common mistake which causes many to be killed by small, easily extinguished fires, is the failure to get out of the building.

If your home catches fire, you should do these two things: First, get everybody out of the house; second, call the fire department.



IF YOU let rubbish accumulate in your attic, basement or storage area.



IF YOU overload electric outlets.

Fighting fires is a fireman's job and any fireman will tell you that even big fires were little ones when they began. The first five minutes after a fire is discovered could be the most important ones in your life. Get all members of your family out of the house quickly; see to it that they stay out. Then summon the fire department promptly. Five minutes in the response time of the fire department could mean the difference between a \$50 and a \$15,000 loss.

Water should never be used in fires involving electricity or flammable liquids such as grease or kerosene. Water is a conductor of electricity and should therefore not be used on electrical fires because it creates the possibility of someone receiving an electrical shock. When water is played on a grease or kerosene fire, it can cause the grease or kerosene to spatter and spread, enlarging the area of the fire. Such fires should be fought with a carbon dioxide or dry chemical extinguisher or other extinguisher suitable for such fires.

A brand new house or apartment can be more hazardous than an old building when it comes to fire. Especially when it is constructed of materials

How can you make your home more firesafe?

Keep your house free of combustible trash. Never hang drapes near a heat-producing appliance. Never keep gasoline in the house. See to it that all paints are kept in covered containers.

Employ only a qualified electrician to install wiring, and have your heating unit inspected and cleaned once a year by a qualified serviceman.

Be careful of your smoking habits. Always use non-combustible ashtrays. Be sure that discarded cigarettes are extinguished. Keep grease in a non-combustible container.

Don't let small children play with matches, and keep matches in a place out of children's reach. Never leave children at home alone, and make sure that whoever stays with the children knows how to call the fire department. Also, if you have a baby sitter, be sure that she knows that if a fire starts, she should (1) get the children out of the house, and (2) then call the fire department, and (3) then call the parents.



FIRE FACTS

EVERY 15 seconds, a fire breaks out some place in the U. S., according to the National Fire Protection Association. Every 45 minutes, fire takes a human life. Every day, 11 churches are destroyed or damaged by fire. Every day, 11 schools are destroyed or damaged by fire. There are about 20,160 fire departments in the U.S., manned by more than 1 million fire fighters.

Costliest fire in lives lost in U. S. history occurred in the area of Peshtigo, Wisconsin, on Oct. 8, 1871. Spreading over 1.28 million acres of forest land, it wiped out 17 towns and took at least 1,152 lives.

The disaster was little noticed, because the Great Fire of Chicago, destroying 17,430 buildings at a cost of 168 million dollars occurred on the same day.

Worst conflagration in U. S. history was the fire which followed San Francisco's earthquake in 1906. It destroyed 28,000 buildings at a cost of \$350 million.

On the same day in the same year—March 22, 1916—disastrous conflagrations hit both Nashville, Tenn., and Augusta, Georgia. High winds and wood shingle roofs combined with fire to cause the loss of nearly 700 buildings in each city.

Preplanned escape measures might save up to 85% of all lives lost in home fires.

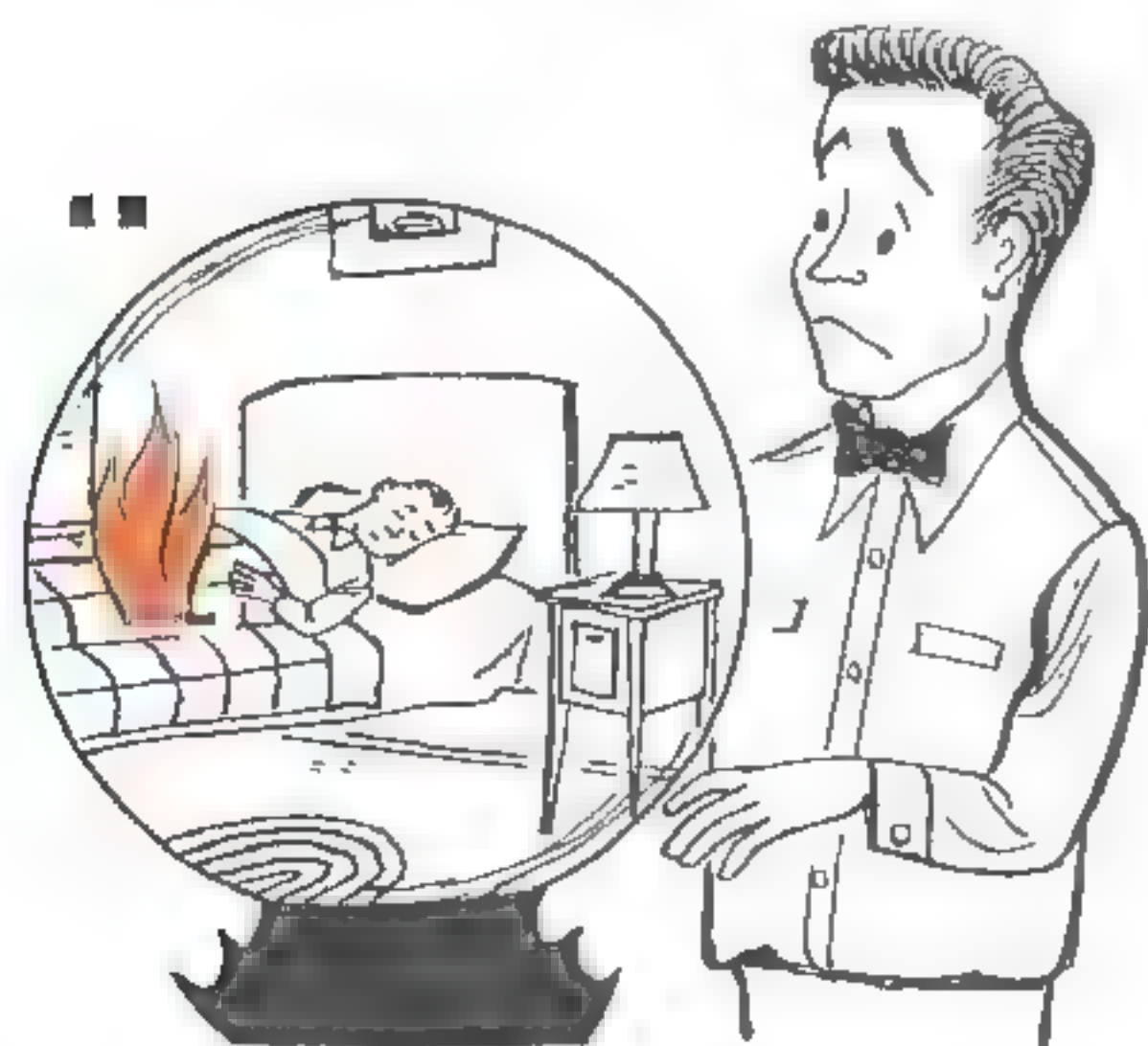
to have a FIRE

which are more combustible, if the electrical wiring is not properly installed, or if the apartment house has unprotected vertical openings, such as open stairways.

It can be more hazardous if its occupants permit the accumulation of unneeded combustibles in attics, living rooms, kitchens or basements.

Every member of your household as well as the baby sitter—should know two possible ways to get out of the house. Thus, if one way is blocked by fire, they can use the alternate one.

Follow these rules, and you will have taken a long step toward making your home firesafe.



IF YOU smoke in bed.



IF YOU use gasoline, benzine or other highly flammable liquids for cleaning in your home.



A FIRESAFE home is a more care-free home.



*Ever wonder what goes
on in Washington? . . .*

How Congress Introduces A Bill



THE cost of government takes a considerable share of our wages both in direct and indirect taxes.

The scope of government has an ever increasing impact on what we can do, how we live, on what the present and future mean to us. This is why it is so important for us to understand what is going on in Washington, Baton Rouge, Austin, our county or parish court house, or city hall.

Here is the course a bill, introduced into the Congressional House of Representatives, must travel before it becomes a law. The course is similar when the original introduction is in the Senate save that no revenue bills can be first introduced in the Senate. Texas and Louisiana legislatures follow similar procedures within the framework of the state constitutions.

Origination

A congressman, his constituents, the president, or some other government official originates the idea for a bill. The congressional "Legislative Service" may be called in to help the actual drafting in proper legislative form. This agency has reduced considerably the number of unconstitutional bills which in the past have found their way into law.

Introduction

The congressman drops his bill into a basket set aside for that purpose in the House of Representatives. It is numbered, passed to the Speaker of the House and, by him, referred to what he considers the appropriate committee for consideration. He is the judge of the proper committee and

hence has considerable power over the fate of a bill at this stage. The bill's sponsor must request committee consideration, otherwise, a measure may die in committee without ever being considered.

Committee Action

On request of the bill's sponsor, the committee is charged with the responsibility of obtaining reports, holding hearings and investigating the legal and special interest aspects of the bill. It may assign the bill to a sub-committee and may amend the bill in any way. The committee then votes on whether or not to report the bill "out of committee" to the house. A negative vote kills the bill in committee.

House Action

A committee-approved bill is placed on the legislative calendar and assigned dates for consideration by the House. The House Rules Committee determines how, when and for how long the bill may be reviewed. The Speaker schedules a session for debate, granting equal time to each side. Amendments are considered and the bill then comes up for a final vote. If it passes, it is sent to the Senate.

Senate Consideration

Now known as an Act, the bill is so announced by the Vice President of the United States in his role as president of the Senate. He then refers it to a committee which may report it, with or without amendments or table it. Both a majority and minority report can be made on a bill.

Senate Action

The majority policy committee sets a time for consideration of the Act by the Senate. A senator must introduce a motion to consider the Act and since the motion is debatable, it is sometimes the signal for a filibuster. If the motion is passed, amendments can be offered, the Act debated and final action taken.

Conference Committee

Frequently Senate amendments change the Act so much that the House, which must concur, may refuse to do so. A conference committee made up of an equal number of senators and representatives attempts to work out a compromise. If they fail, the measure dies.

Final Congressional Approval

The conference committee's report is then submitted to both houses. Sometimes further changes are made by consent of the majority of both houses and the bill comes up for a final vote. Should either house reject it, the act dies, and for further consideration, must be reintroduced.

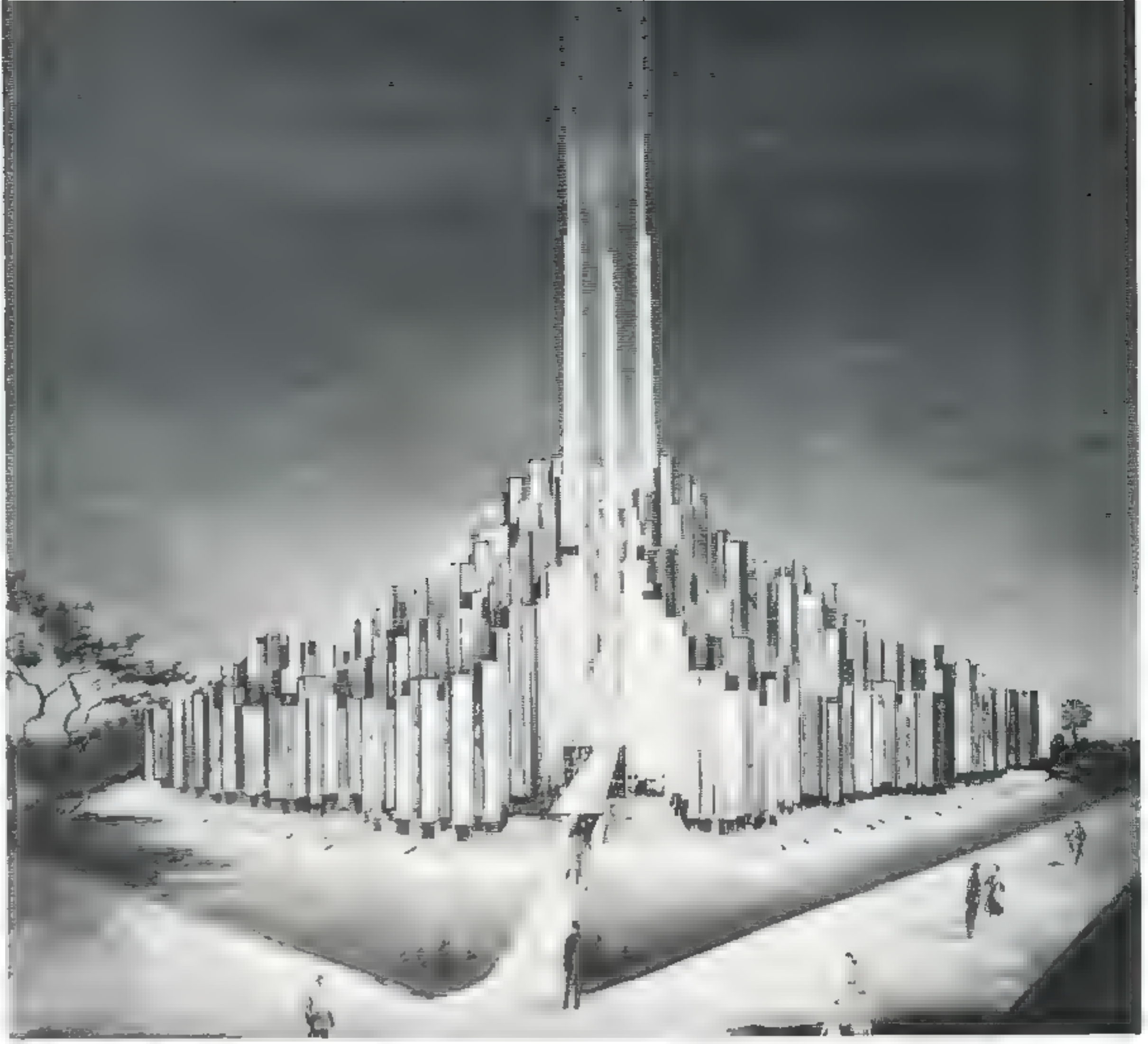
Presidential Consideration

Acts approved by both houses are sent to the president, who may sign them into law, veto them or neither sign nor veto the measures. In the latter instance, the Act becomes a law in 10 days if Congress still is in session at that time. If Congress adjourns during this period, failure by the president to sign the Act kills it by what is termed a "pocket veto". A regularly vetoed measure can be overridden by two thirds majority in both houses.

WRITING YOUR CONGRESSMAN?

LEGISLATORS want to hear your ideas and opinions, and they are most likely to pay attention to them if your letter is timely and well-written. Here, from CURRENT REPORT, are some tips you may find useful when writing to your Congressman:

- Use your own stationery. A letter is better than a post card or telegram.
- Put your name and address on it. He likes to know you are a constituent and often wants to reply.
- Discuss only one issue, and identify it by its popular name or bill number.
- Be brief, but give the reasons you are for or against the legislation.
- Be courteous. Make suggestions or recommendations, not demands.
- Timing is important. If you're writing about a specific measure, try to write them when the bill is in the committee-hearing stage. Your Congressman will have more influence on the bill's final form at that time.
- Don't forget to express your appreciation when you feel his work is well done—a good speech or vote, fine leadership in committee, or on the floor.



ELECTRIC UTILITY EXHIBIT. Groundbreaking ceremonies were held last month at Flushing Meadow Park for the investor-owned electric utility industry's exhibit building at the New York World's Fair. As this artist's rendering indicates, vertically staggered triangular metal prisms will form an irregular multi-colored structure resembling a Gothic "Cathedral of Light." Crowning the 80-foot-high pavilion of prisms will be three vertical pylons rising an additional 40 feet. The pylons will frame a vertical shaft of brilliant light rising from a central searchlight core. Once inside the building, visitors will be carried through a dramatic show on an elevated revolving ring. Our Company is one of the investor-owned electric utilities sponsoring this exhibit at the upcoming World's Fair.

Well, I remember back . . .

In the Good Old Days

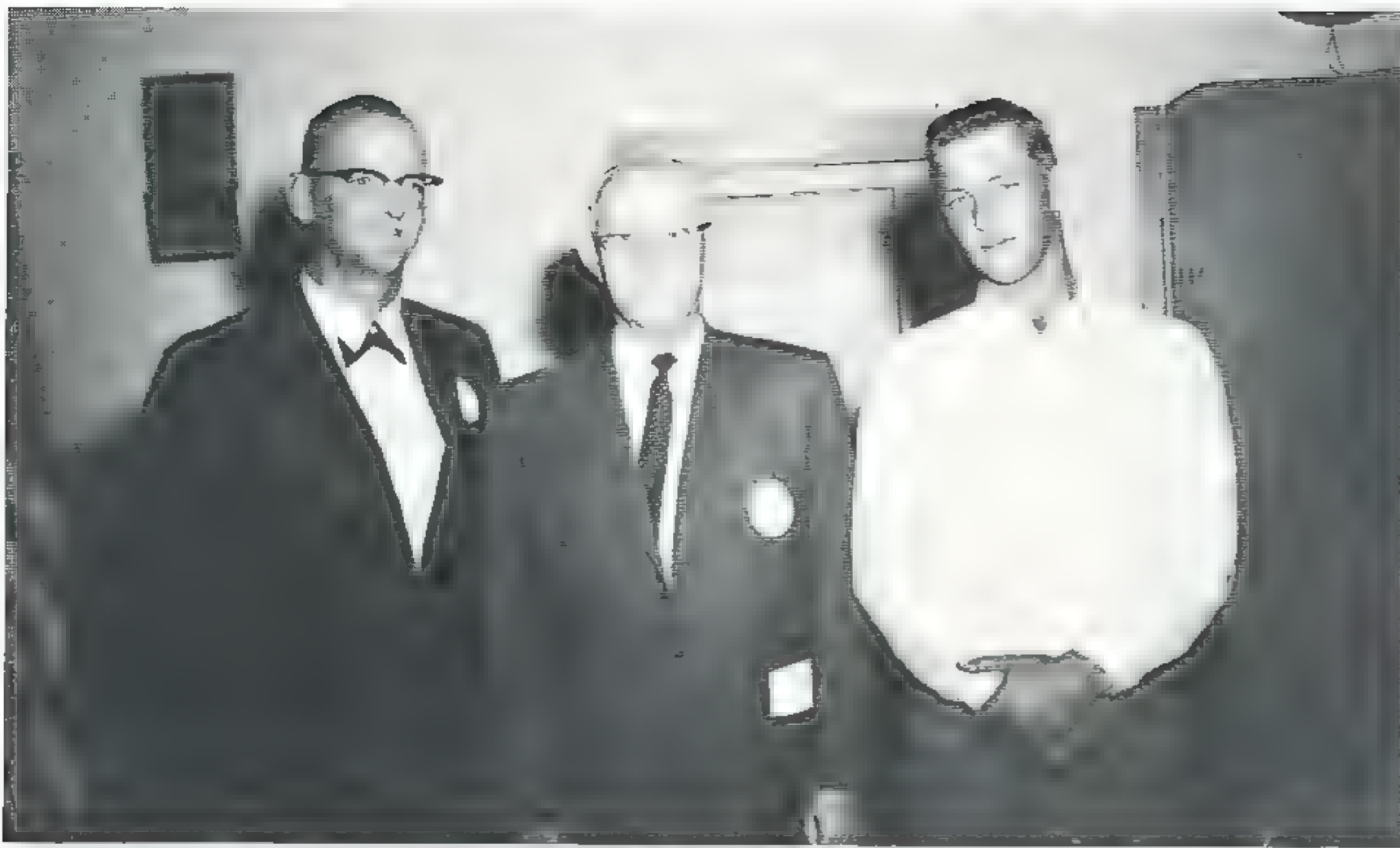
CONSIDER the following office rules, posted in this country in 1872 by Zachary U. Geiger, sole proprietor of the Mount Cory Carriage and Wagon Works.

1. Office employees will daily sweep the floors, dust the furniture, shelves and showcases.
2. Each clerk will bring in a bucket of water and a scuttle of coal for the day's business.
3. Clerks will each day fill lamps, clean chimneys, trim wicks. Wash the windows once a week.
4. Make your pens carefully. You may whittle nibs to your individual taste.
5. This office will open at 7 a.m. and close at 8 p.m. daily, except on the Sabbath, on which day it will remain closed.
6. Men employees will be given an evening off each week for courting purposes, or two evenings a week if they go regularly to church.
7. Every employee should lay aside from each pay a goodly sum of his earnings for his benefits during his declining years, so that he will not become a burden upon the charity of his betters.
8. Any employee who smokes Spanish cigars, uses liquor in any form, gets shaved at a barber shop, or frequents pool or public halls, will give me a good reason to suspect his worth, intention, integrity, and honesty.
9. The employee who has performed his labors faithfully and without fault for a period of five years in my service, who has been thrifty and attentive to his religious duties, is looked upon by his fellowmen as a substantial and law-abiding citizen, will be given an increase of five cents per day in his pay, providing a just return in profits from the business permits it.

—from *State Farm Reporter*



ON-THE-JOB SAFETY RECORD RECOGNIZED. T. O. McKnight, safety-claims agent for Baton Rouge Division, received this award as our Company was named a winner in the services division of the on-the-job safety contest during the third annual on-the-job safety conference for its zero frequency rate. The conference and the contest were sponsored by the Greater Baton Rouge Safety Council and the Greater Baton Rouge Chapter of the American Society of Safety Engineers. Some 90 representatives of industry and business attended the meeting at the Bellemont Motor Hotel in Baton Rouge.



OUTSTANDING YOUNG FARMERS. E. L. Robinson, center, vice-president and general sales manager, congratulates W. T. "Bill" Jamison, Jr., left, Dayton, Texas, and J. C. Dishman, Jr., Beaumont, following the first annual Area IX Young Farmer Awards banquet. Mr. Jamison was named winner of the first place Outstanding Young Farmer award while Mr. Dishman was named second place winner. The Area Development Department of our Company hosted the banquet on September 18 in the assembly hall at Neches Power Station. Mr. Robinson was the principal speaker of the evening.

Company hosts Area IX Young Farmers award banquet

Dayton Rice Farmer Named Outstanding Young Farmer

W. T. "BILL" JAMISON, JR., a rice farmer from Dayton, Texas, was named Outstanding Young Farmer at the first annual Area IX Young Farmer awards banquet held in the Neches Station Assembly Hall on September 18. The banquet and tour of the power plant were sponsored by the Area Development Department of our Company.

J. C. Dishman, Jr., a member of the South Park Chapter in Beaumont, received the second place outstanding farmer award. Other awards presented during the evening were: Outstanding Young Farmer Chapter, first place, Dayton; second place, Kirbyville; Outstanding New Chapter: Madisonville; Outstanding Young Farmer Chapter

Publicity Award: Dayton. The award winners were recognized by E. L. Tiner, executive secretary, State Young Farmers Association, Austin.

Representing our Company were: E. L. Robinson, vice president and general sales manager, who traced the growth of rural electrification and the lead our Company has taken and continues to hold in this area; L. V. Dugas, superintendent, Industrial and Commercial Sales, who welcomed the guests; L. N. Brannan, supervisor, Area Development; Aubrey Sprawls, area development engineer, Beaumont Division; and Leroy Bodeman, engineer, Industrial and Commercial Sales.

Jeff Davis, advisor for Area IX, Crockett, expressed the appreciation of the young farmers for the assistance they have received from our Company and explained how Mr. Brannan's and Mr. Sprawls' cooperation has helped make the young farmer movement in our service area so successful.

I. T. "Buddy" May, Jr., vice-president, State Young Farmers Association, from Dayton, installed the Area IX officers for 1962-63 following the banquet. Installed were: Bill Craigen, South Park, president, (Mr. Craigen is the husband of Charlene Craigen, stenographer in System Industrial and Commercial Sales); Ford Flurry, Dayton, vice president; Sherman Clark, Madisonville, secretary; Carol Joe Heaton, Huntsville, treasurer (Mr. Heaton is a lineman, first class, in the Huntsville T&D); and Herbert Sutton, Kountze, reporter.



NEW AREA IX PRESIDENT. Bill Craigen, newly elected president of Area IX Young Farmers of America, thanks our Company for sponsoring the banquet and conducting a tour of Neches Station for the group. Mr. Craigen, husband of Charlene Craigen, stenographer, System Industrial and Commercial Sales, is a member of the South Park Chapter.



PROVIDES EVENING'S ENTERTAINMENT. This trio from the Huntsville Chapter of Future Farmers of America provided the music during the dinner. The group was top winner in the FFA talent contest for Area IX. Carol Joe Heaton, also from Huntsville and a lineman in the T&D, was installed as treasurer of the Area IX organization.

THRIFT PLAN INVESTMENTS

DURING September the Trustee of the Employee Thrift Plan invested \$51,696.17 in the purchase of 1,402 shares of Common stock. This was an average cost per share of \$36.87315977.

The Trustee also purchased 60 shares of \$4.40 Preferred stock for a total cost of \$5,644.58 or \$94.0763333 average cost per share. These costs included brokerage and commission.

The Trustee deposited \$21,833.45 with the savings department of the First Security National Bank of Beaumont.

These investments were with employee deductions and Company contributions through August.



Special Programs Made Available To Public

ARE your schools, civic clubs, church groups looking for a program for their next meeting?

The Training Department now offers a new service—prepared programs—for use by employees and the public at such meetings.

Three slide programs are presently available. They were produced by the United States Chamber of Commerce and consist of a number of colored slides and a prepared script for the speaker to use. The titles are:

"Everybody Talks About Taxes"—(35 colored slides)

"Who Profits from Profits?"—(32 colored slides)

"Who Controls Your Purse Strings?"—(32 colored slides)

Also available are a number of films, including:

"Losing Freedom by Installments," narrated by Ronald Reagan, 57 min., 16mm.

"Reddy Made Magic," animated color cartoon on the story of electricity, 12 min., 16mm.

"The Atom Comes to Town," color, illustrates peace-time uses of atomic energy, 28 min., 16mm.

For further information or to arrange a booking date, please call the Training Department in Beaumont. The training personnel ask that you call well in advance of the program date in order to assure reservation of the desired program.

LET'S TALK ABOUT IT

by W. W. Aston

"I realize this parking space is nearer to the building where your men were doing their work," the owner of a small business in a residential shopping center was saying, "but there were plenty of parking spaces out on the parking lot, and I don't see why they had to park their vehicle right in front of my store."

"You may think I am being unreasonable but their vehicle stayed in front of my store for nearly two hours, and I couldn't help but feel that I lost several sales because my customers could not conveniently park in front of my store. Since this is public parking, I guess your employees just didn't stop to think that I consider the parking place in front of my store to be for my customers. I feel like I pay for those parking spaces and I don't appreciate anybody's blocking my customers out of using them."

Attitudes and Judgment

It may not be a fact that our customer lost a sale that day, but so long as he feels we caused him to lose a sale, then his opinion of us will not be favorable.

Let's talk about the operation of our Company vehicles. If we don't watch ourselves carefully, we may develop the attitude that we are doing someone a favor when we go to a location to perform our work. This is a wrong

attitude, and it will cause us to use poor judgment. We are not doing our customer a favor—he is the sole purpose of our job, our being there; he is doing us a favor by permitting us to be and perform our work.

The attitude that tempts us to say "They can do their shopping or visiting anytime, we've got work to do" leads us down the path to customer irritation. Every customer will feel his immediate mission is more important than yours.

Favorable Opinions Vital

The attitude that causes us to say "I will park here because it is obvious to anyone that I am here on business—they can see the Company insignia on the side of the vehicle" results in unfavorable customer opinions.

The insignia on our vehicles does not give us a special privilege to operate as we please on the streets in our community or to park our vehicles where we choose. This identification, instead, places an extra burden on us to always be observant of traffic regulations, to practice courtesy and to use understanding judgment in respecting the property, the rights and the ideas of our customers, if we are to create the favorable customer opinions that are so vital to our business success.

—reprinted by permission of the "Synchronizer," employee magazine of the Dallas Power & Light Company.



"YOU'LL FIND MONDAY
YOUR HARDEST DAY"

OVER 500 employees and their families from the Beaumont Service Center went out to Tyrrell Park on September 29 for an afternoon of food and visiting. The outing was sponsored by the Service Center Coffee Fund.

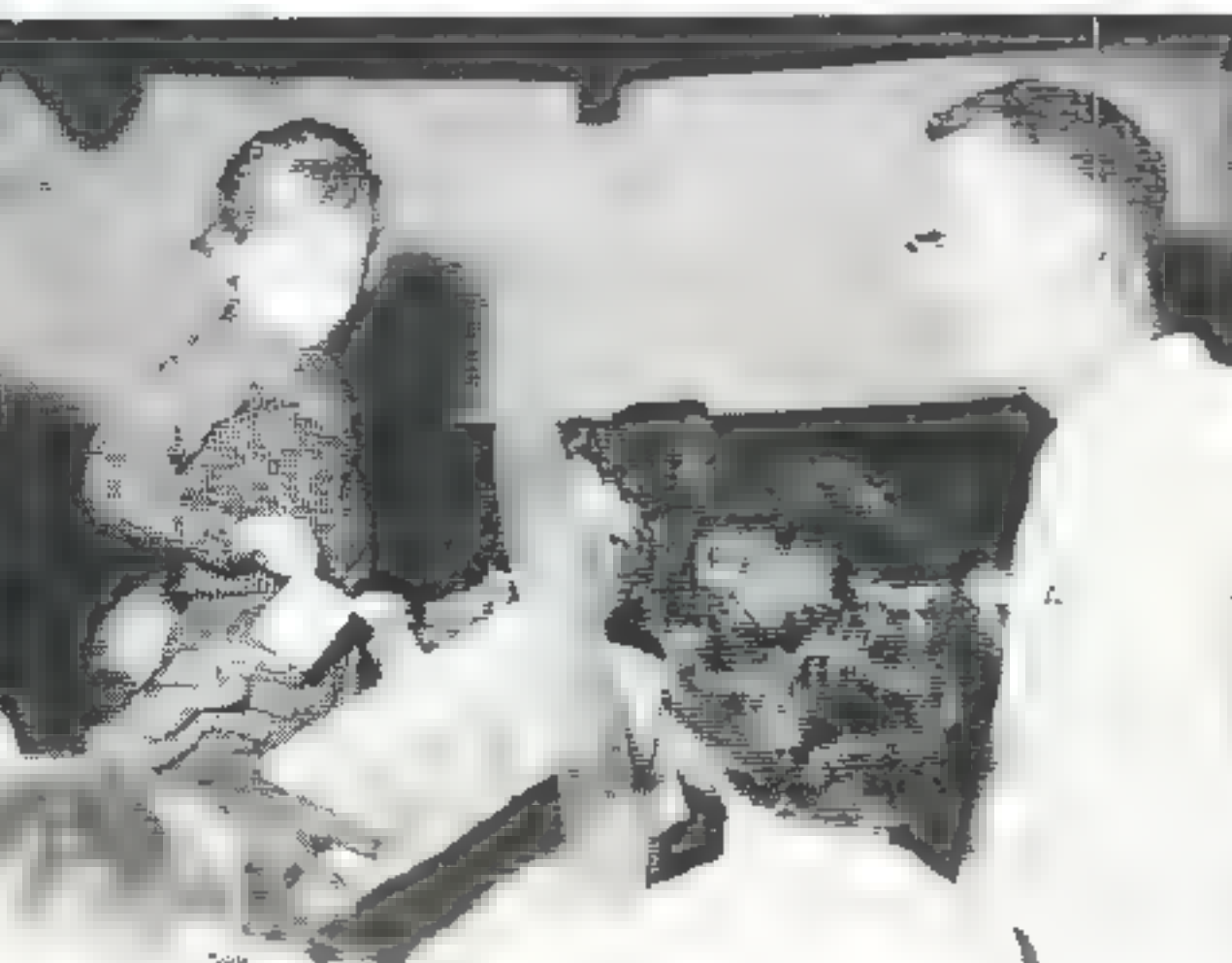
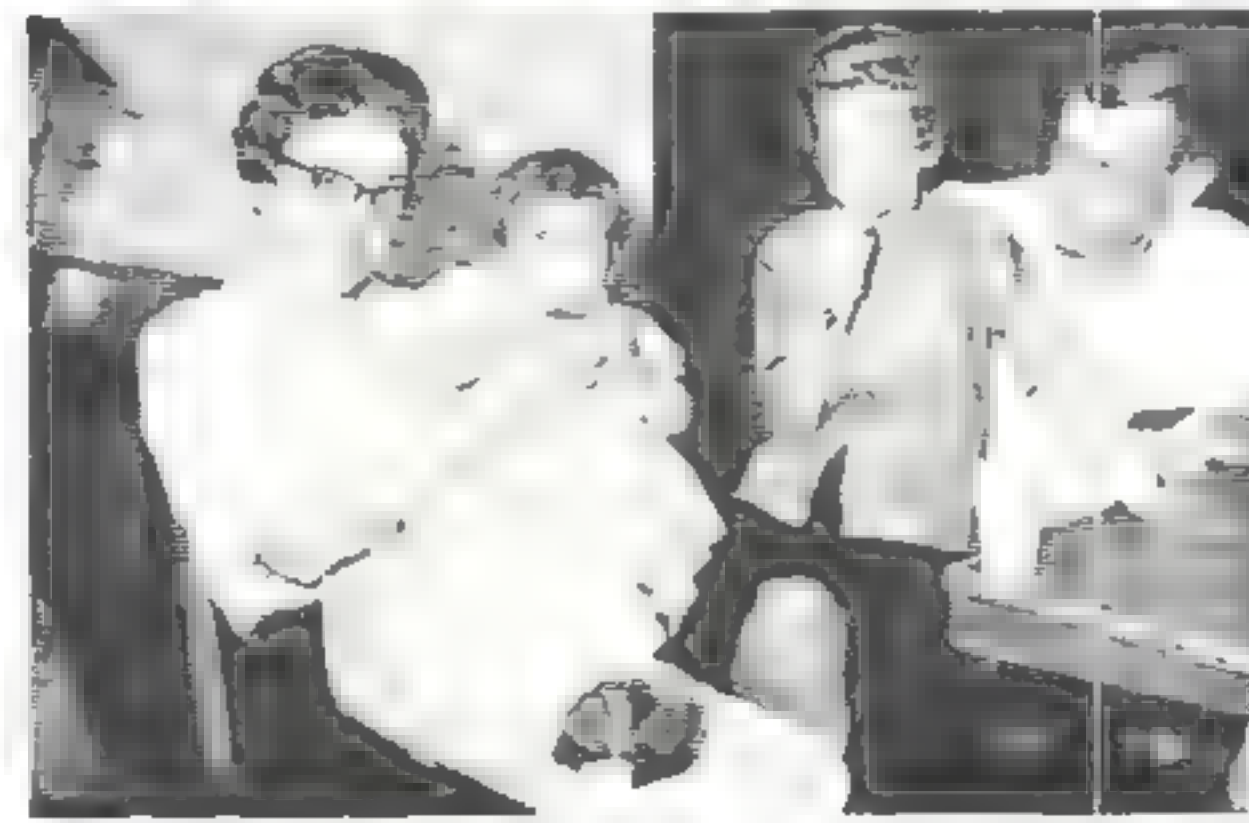
Following a meal of barbecued ham, beef, and sausage links, twist contests were held with prizes going to winners in various age groups. The afternoon's entertainment was provided by the Ricks Brothers, son of W. T. Ricks, supervisor of stores accounting, Beaumont.

Co-chairmen for the event were Preston Davis, T&D Engineering, and Sunny Hebert, T&D Supervisory Staff. Other committee members were F. L. Kirkpatrick, Substation; J. W. Hebert, Meter; E. L. Hegwood, Line; K. L. Londers, Storeroom; C. F. Russum, Appliance Repair; Norman Morrison, T&D Engineering; Joyce Smith, Service; and A. C. Smythe, T&D Engineering.

Beaumont T&D employees and families enjoy . . .

A Fun - Filled Afternoon





SERVICE AWARDS

FORTY YEARS



Mamie B. Voyles
Sales
Port Arthur

TWENTY YEARS



Lydia M. Albers
Treasury
Port Arthur



Elma R. Englade
Treasury
Baton Rouge



Annie J. Hebert
Treasury
Port Arthur



Gertrude Peddy
Distribution
Beaumont



F. G. Dupree, Sr.
Distribution
Navasota



C. P. Leglev, Jr.
Production
Louisiana Station



R. J. Tircuit
Production
Louisiana Station

THIRTY YEARS



W. P. Gautreaux
Gas
Baton Rouge



H. V. Petetan
Production
Neches Station



Valdemar Westh
Production
Louisiana Station

TEN YEARS



Edaleen Bean
Treasury
Beaumont



Alice Maldonado
Treasury
Beaumont



L. J. Borque, Jr.
Distribution
Beaumont

TEN YEARS



K. R. Bridgers
Production
Neches Station



D. R. Clawson
Engineering
Beaumont



A. H. Dewailly
Distribution
Baton Rouge



V. D. Elliott, Jr.
Sales
Conroe



M. Frederick, Jr.
Distribution
Beaumont



H. W. Gale
Engineering
Beaumont



C. J. Guedry
Distribution
Baton Rouge



Floyd Hebert
Distribution
Orange



T. E. Hernandez
Production
Louisiana Station



F. E. King, Jr.
Distribution
Orange



P. E. Kriner
Production
Neches Station



R. C. Lafferty
Production
Louisiana Station



J. L. Landis
Treasury
Silsbee



Floyd Langlois
Production
Willow Glen Station



L. J. Menard
Treasury
Lake Charles



A. O. McLaughlin
Distribution
Port Arthur



C. A. Parker
Distribution
Jackson



J. A. Prejean
Distribution
Baton Rouge



J. M. Robinson
Production
Louisiana Station



E. A. Sandlin
Engineering
Beaumont



Jimmie Smith
Distribution
Beaumont



D. L. Tingern
Distribution
Beaumont



P. J. Vincent
Distribution
Beaumont

R. S. Pace, Beaumont, Named New Director of Purchasing

R. S. PACE has been named director of purchasing succeeding John P. French who retired October 1 after more than 36 years with our Company.

Mr. Pace, a native of Anson, Texas,



Mr. Melancon

A. M. Melancon Moved to New Position

A M. MELANCON, supervisor of standards, assumed the position of supervisor of project engineering effective September 16 succeeding the late Y. L. Hughes Sr. who died August 12 after a lengthy illness.

Mr. Melancon has been with our Company since January, 1939, when he was first employed as an instrument man in Baton Rouge. He was promoted to engineer in August, 1941, and then in November, 1950, to senior engineer and transferred to Beaumont. He was named engineering specialist in October, 1954, and supervisor of standards in January, 1956.

A native of Plattenville, Louisiana, Mr. Melancon received a BS in electrical engineering from LSU in 1935 and a BS in industrial engineering from Lamar Tech in 1954.

was educated in Beaumont schools and attended Lamar Tech two years before receiving a BA from Hardin-Simmons University in 1936.

After graduation he joined our Company as a messenger and clerk in Beaumont. Mr. Pace was promoted to utility clerk in September, 1936, and following that filled various clerical positions in the Accounting Department until April, 1940, when he went into the Purchasing Department as a purchasing clerk.

He was made a statistical clerk in February, 1947, a general clerk in November, 1948, and promoted to purchasing agent in Baton Rouge in June, 1949. In January, 1958, he was transferred to Beaumont as purchasing agent, his last previous position.

Mr. Pace and his wife, the former Edith Turner of Beaumont, live at 3750 Wheat Drive. He is vice chairman of

the deacons and 1963 budget director for the First Baptist Church of Beaumont, a local director of the Sabine-Neches Association of Purchasing Agents, member of the National Association of Purchasing Agents, Beaumont Chamber of Commerce, YMBL, Purchasing and Stores Committee of the Edison Electric Institute, Lions Club and a charter member in the Baton Rouge Traffic Club.



Mr. Pace



NEW GENERATOR ROTOR. A craftsman in General Electric Company's Schenectady, New York, plant checks specifications of the generator rotor scheduled for installation in the No. 2 turbo-generator unit at Willow Glen south of Baton Rouge. The generating unit, scheduled to go into commercial operation in 1964, will be capable of producing 220,000 kilowatts of electricity. Total capability of the plant will be boosted to 382,000 kilowatts and will increase the power generating capability of our Company's six interconnected power plants to over two million kilowatts, a ten-fold increase since the end of World War II.



Mr. Delage



Mr. Perdue

System Operator Changes Announced by Engineering

THE promotions of J. F. Delage to chief system operator and R. C. Perdue to assistant chief system operator has been announced by R. W. Sherwood, engineering manager, Beaumont. The promotions were effective September 16.

J. F. Delage

Mr. Delage has been an employee of our Company since June, 1925, when he came to work for the old Baton Rouge Electric Company as an engine-room boiler operator. He was transferred to Beaumont in 1927 and later moved to Orange as a fireman in 1928.

He served in various power plant classifications in Orange until 1937 when he was again transferred to Beaumont as a load dispatcher. He was promoted to system operator in 1941 and was named assistant chief system operator in 1958.

Mr. Delage is a native of Chenal, Pointe Coupee Parish, Louisiana, and holds a bachelor of science degree in electrical engineering from Louisiana State University. He is a member of St. Anne's Catholic Church. He has one married son and a 14-year-old daughter who is a student at Central Catholic High School in Beaumont.

Robert Perdue

A native of Gladewater, Texas, Mr. Perdue was employed in Port Arthur in June, 1925, as an oiler. He held

various positions in the generating plant there and was moved to Beaumont in 1933 as a turbine operator at Neches Station. By 1941 he had advanced to head fireman and was promoted to system operator in 1947.

Mr. Perdue and his wife, Verma, have two daughters and two grandsons. One daughter is married to Raymond Dupree, in Electric and Civil Engineering, Beaumont. Mr. Perdue is an elder in the South Park Church of Christ.

Cannon Named Standards Head

GEORGE S. CANNON, staff engineer in System Operations, has been promoted to supervisor of standards.

Mr. Cannon joined our Company in 1948 as an engineering assistant in Baton Rouge after he was graduated from LSU with a BS in electrical engineering. In February, 1949, he was transferred to Navasota, was promoted to engineer in Navasota T&D in March, 1952, and then to engineer supervisor in September, 1954.

He was transferred to Beaumont as standards engineer in February, 1956, moved to Project Engineering in July of the same year and was named staff engineer, System Operations, in July, 1960.

New Engineer Assigned to Lake Charles

FRED BUNCH, electrical engineer, has been assigned to the Lake Charles T&D following the completion of his orientation program.



Mr. Bunch

Mr. Bunch has been an employee since May, 1962. He is a native of Baton Rouge, attended Istrouma High School and received

his bachelor of science degree in electrical engineering from Louisiana State University in 1958. At LSU he was a member of the ROTC and has served three and a half years in the U. S. Air Force as a first lieutenant. He is a member of AIEE.

Mr. Bunch is married and has two children. He is the son of George Bunch, Baton Rouge Storeroom.

"When the white man discovered this country, Indians were running it. There were no taxes. No debt. The women did all the work. And the white man thought he could improve on a system like that!" —Dean Worden, Brookfield (N.Y.) Courier.



Mr. Cannon

The Baton Rouge native is married and has four children. He is an Army veteran of World War II and left the service with the rank of first lieutenant.



Mr. McKenzie

Sam McKenzie Promoted to Section Head

SAMMIE A. McKENZIE has been promoted from senior departmental clerk to section head at Louisiana Station.

The Baton Rouge native has spent his entire time of service in that city since he joined our Company as an ARC clerk and office boy in February, 1938. He was promoted to billing operator in October, 1940, made payroll clerk in March, 1941, and moved to Louisiana Station as station clerk in May, 1948. Mr. McKenzie was promoted to senior departmental clerk in May of the next year.

He attended Baton Rouge High School and also has had two years of night school at Baton Rouge Business College.



Mr. Calvit



ELECTRIC HEATING DISCUSSED. Twenty-one persons representing 18 contractors and nine from our Company attended the National Electrical Contractors Assn. electric heating comfort system course last month in the Main Office Building, Beaumont. Purpose of the meeting was to provide information on electric heating sales and installations and covered subjects varying from tuning up for sales to calculating heat losses. Chairman and chief instructor for the course was Porter Henry, president of Porter Henry and Co. of New York City, specialists in sales analysis, development and training. Other speakers included V. P. Gayle, superintendent of residential sales, Beaumont, Joe McClelland and Brooks Bishop, commercial sales representatives, and W. W. Perkola, Chromalox sales engineer of the L. R. Ward Co., Houston. This was the first time the course, sponsored by the NECA and our Company, has been held in this area.

John Hill, Beaumont, Retires Nov. 1 After 40 Years with Our Company

JOHAN H. HILL will retire November 1 after more than 40 years with our Company.

Mr. Hill was first employed as a helper. In August, 1923, he was assigned to a service car as a helper and was promoted to trouble man the following December. He was made street lamp man in June, 1925, service man in September, 1927, and progressed to serviceman first class in September, 1941. His entire time of service was in Beaumont.

The retiring Gulf Stater is married and has two sons, Jerry, a former Gulf Stater and now attorney for an oil company in Houston, and Johnny, a student at Lamar Tech. After retirement Mr. Hill plans to spend time with his four grandchildren and traveling.

He is a native of El Campo, Texas, where he went to school, and is a member of St. Anne's Catholic Church, the Holy Name Society and the American Legion.

B. L. Calvit To Retire

BARNEY L. CALVIT, assistant general line foreman, Baton Rouge, will retire November 1.

Mr. Calvit, a native of Shaw, Louisiana, has been an employee since June, 1961, when he started to work as a groundman in Baton Rouge. He worked up through various T&D classifications to become line foreman in 1939. He was named assistant general line foreman in 1952.

Mr. Calvit is an active member of the Southside Baptist Church. He has one daughter, three stepchildren and two grandchildren.



Mr. Hill

Engineer Societies Honor Hornsby

THE Baton Rouge Council of Engineering and Scientific Societies honored three outstanding members at the group's annual meeting at the Capitol House, October 4.

The awards were presented for notable achievements in civic, technical, and scientific education fields.

Principal speaker for the event was Augustine R. Marusi, president of the Borden Chemical Co. and vice-president and director of the Borden Company.

The three honored were Professor Emeritus Edwin B. Doran, former head of Agricultural Engineering at LSU, Dr. Sean P. McGlynn, associate professor of chemistry at LSU; and Franklyn G. Hornsby, supervisor of operations in transmission and distribution, Baton Rouge.

Mr. Hornsby received the civic award for service to some 15 civic, charitable



Mr. Hornsby

and engineering organizations including the Family Court, Baton Rouge Safety Council, Baton Rouge Chamber of Commerce, Istrouma Methodist Church, Louisiana Engineering Society, and the Young Men's Christian Association.

He is past president of the Capitol City Kiwanis Club, Baton Rouge Section of Louisiana Engineering Society, and was one of three nominees competing for the outstanding citizen's award of Baton Rouge.

Savings Realized By Installation of Oil Reclosers

THE June issue of Electrical South magazine carried a paper entitled, "Recloser or breaker: which provides better service in feeder application?" by F. G. "Red" Hornsby, operating supervisor, Baton Rouge. Mr. Hornsby had presented the paper earlier in the year before a meeting of the Southeastern Electric Exchange.

In his presentation, Mr. Hornsby spoke of the technical and economical advantages of the electronically controlled automatic oil recloser as compared with the hydraulically operated oil circuit breaker capable of performing the same functions.

In a breakdown on the cost of equipment, Mr. Hornsby demonstrated that a saving of 34 to 36 per cent can be realized with the installation of automatic reclosers of the 200 mva class (equivalent to a 250 mva breaker) for protecting distribution circuits. The difference in percentage savings depends upon whether or not the installation is equipped for demand metering with external bushing current transformers.

Although the difference in price of these two items should be kept in proper perspective as compared to other items of system costs, Mr. Hornsby said, "we must take into account the monetary savings that can be realized on any individual piece of equipment used in the substations." With this in mind, he said, "the use of the recloser in the substation for feeder application where possible must be given serious consideration," since the technical features of the recloser compare favorably with those of the circuit breaker in relation to the protection of distribution circuits at the substation level.

Indecision in daily living is like a short circuit in a powerful battery; the longer the delay in making repairs, the greater the drain on the power supply.

Neal Neitzel in Progress.

May Thomson, Lake Charles, Retires With 44 Years Service

MAY THOMSON, clerk, Lake Charles Customer Accounting, retired October 1 on the anniversary of her 44th

year with our Company. The native and lifelong resident of Lake Charles joined GSU as a clerk on October 1, 1918.

She was named accounts record clerk in February, 1927, service and complaint clerk in January, 1929, cashier in April, 1931, and meter record clerk in August, 1937. In April, 1943, Miss Thomson was transferred to Sulphur as local office clerk. After two and a half years she went back to Lake Charles as customer accounts clerk and in May, 1949, she was promoted to senior clerk, Customer Accounting.

Miss Thomson was graduated from St. Charles Academy and attended Southwestern Louisiana Institute (now University of Southwestern Louisiana) and business college. She is the sister of W. A. Thomson, supervisor of industrial and commercial sales, Beaumont Division.



Miss Thomson



Mr. Baxley

November 1 Marks Retirement of O. K. Baxley, Sr.

OSCAR K. BAXLEY SR., who has been with our Company since August, 1921, will retire November 1.

Mr. Baxley began his electrical career in Beaumont in the Production Department and has spent his entire length of service in Beaumont.

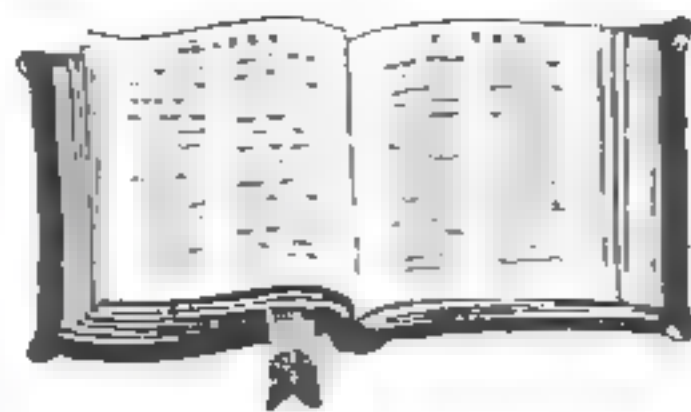
He worked in various generating plant classifications until he assumed dispatching duties in 1926. By 1941 he had become a system operator. Since 1950 he has been handling clerical duties in the Engineering Department's operator's office.

A native of Elmo, Texas, he attended school in Timpson, Texas. Mr. Baxley is married and has two children, Oscar, Jr., commercial sales representative in the Beaumont Division Sales, and Nelda Faye Smith, the wife of Grady Smith, Accounting, Beaumont.

Mr. Baxley has long been active in community and church affairs. He is a deacon of the Pine Burr Baptist Church and served as a trustee of the French Independent School District for six years.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

WHEN God called Abraham out of the country of the Chaldeans to go into the land of Canaan, He told him that He would give that land to his offspring. Ten years had passed and no child was born. Abraham became immensely rich; things had gone well with them from a worldly point of view since their return from Egypt. Abraham was a great man, but then the promise was, 'I will make of thee a great nation,' and of this there was no sign; and brooding over these things Sarah came to the sorrowful conclusion that the promise was to be fulfilled not through her but through another. Abraham had much faith, and faith kept him patient, but Sarah could not wait. And so, in accordance with the custom of the times in which she lived, she gave her handmaid

Hagar to be the wife of Abraham.

Ishmael's life begins to dawn, and Hagar assumes an air of superiority. For the first time in the records of this family there is a domestic explosion. Sarah reproved Abraham severely for standing by while her household authority is being ignored by a servant.

The combat ends in favor of Sarah when Abraham handed this poor slave-girl over to her. Hagar fled into the desert, but God sent Hagar back to be under Sarah's care. She comes back in humility, and her generous mistress receives her on the old terms.

There is another lapse of time; and then the unexpected happens, a real heir is born to Sarah. His advent is greeted with jubilation; he is the child of laughter; there is merriment at hearth and board. But the laughter is not all joy; the jeer of scorn mingles with it. Hagar is there and her boy Ishmael; they sneer at the puny child Isaac. It is too much for Sarah; she has at last reached her limit of endurance. No longer can she suffer beneath her roof the presence of this Egyptian and her boy; and she cries, 'I make you a present of your liberty; leave my house for evermore!' There we shall leave Sarah—a true pioneer of woman's rights in the home.



NEW DEN MOTHERS LEARN SKILLS. Sixty women attended this new Cub Scout den mothers' workshop held September 27 in the kitchen auditorium of the Lake Charles office. Joan Carter, Lake Charles home service advisor, standing in the center of the room, was hostess for the workshop and provided coffee and lunch. The new den mothers watched a demonstration den meeting and learned crafts and games.

— Neches Station Men Improvise Handy Work Aid

THREE clamps and a board, seemingly simple, elementary equipment, but in this case the product of an idea on how to get the job done faster, safer and more efficiently.

The problem here was how to get around the use of cumbersome step-ladders when working on the 69 Kv oil circuit breakers in the Neches Station substation yard. The ladders, which had to be moved several times on each job, provided at best a small, tricky work platform even though a safety rule required that they be lashed securely to the structure.

The men in the Electrical Maintenance Department under G. G. Hall began trying to think of a better way. Several suggestions were made, considered and then rejected for one reason or another. Then Bill Martin, electrician, had an idea for a platform that could be clamped to the structure. Others, notably Doug Watkins, office engineer,



PUTTING UP PLATFORM. Bill Martin attaches third clamp while Bill Hale prepares to slide plank across to complete the newly devised work platform on an oil circuit breaker in the Neches Station substation yard. Both are electricians at the station. Prepared to assist with the plank is L. C. Pace, at right, electrical maintenance foreman.

and C. M. Netzer, boiler room maintenance foreman, worked to mold the idea into a practical, workable piece of equipment.

The platform is simple—just three

clamps fashioned in the plant's machine shop and a stout plank. But then so are many of the tools we use every day, and somebody had to think them up.

C. F. Terrell, Former Company Official, Dies

CHARLES F. TERRELL, former vice president and operating manager, died October 5 in Menard, Texas.

Mr. Terrell was with our Company from 1929 until 1940, when he went to Puget Sound Power and Light Company, Seattle, Washington, as operating manager. He had started his career with the Seattle utility company in 1910 following his graduation from the University of Washington with a degree in electrical engineering and later moved on to electric companies in El Paso and Tampa, Florida, before coming to Beaumont.

He was a native of Illinois and was reared in Nebraska. Funeral services were conducted October 7 in Menard.



THAT SHE BLOWS! An initial steam blow of the high pressure steam piping system on the number two turbine at Sabine Power Station near Bridge City fogged the atmosphere around the plant on September 29. A series of such blows will be made at the plant until steam is free of all debris. This is routine on initial start-ups at any of our new plants. It insures that clean steam will be pumped to the turbine when the plant crews start to shakedown the unit. Foreign particles suspended in the steam could cause severe damage to the turbine blading.



Mr. Cain

Samuel Cain Dies Following Illness

FUNERAL services were held in Beaumont, October 1, for Samuel Cain, 59, who died in his sleep at his home on September 29. He had been ill for four months.

Mr. Cain had been an employee of our Company since October, 1934. He came to work in Beaumont and was employed in the Line and Service Departments until 1954 when he became a shop and field tester. At the time of his death he was a secondary power tester.



BEGIN FLU IMMUNIZATION PROGRAM. Dr. Charles McVea, Baton Rouge physician, gives a flu shot to a Louisiana Station employee as other G5U'ers wait their turn. Last month Dr. McVea immunized 90 per cent of the Baton Rouge employees. Immunization program is now under way throughout the system. The shots are being given in a series of two, with the second to be given a short time after the first to provide complete immunization. The program is being paid for by our Company and is on a voluntary basis. All employees are urged to take advantage of this immunization program, since this is the only known protection against Asian flu virus.

Survivors include his wife, Mrs. Lillie Mae Cain, Beaumont; a daughter, Mrs. Max Greiner, Port Arthur; a son, Donald Cain, Houston; three brothers, four sisters, and three grandchildren.

Sympathy to :

Mary Schlicher, stenographer, System Residential Sales, Beaumont on the death of her grandmother, Mrs. Antoni Stiegler of Beaumont, October 4.



YOUTH COOKING CLASSES. Youth Cooking Classes for the Girl Scouts and Camp Fire Girls were held in the auditorium of the Baton Rouge office during the month of August. "Electric Cooking Carnival" was the theme of the cooking classes. Mildred Tribble and Marilyn Davis,



home service advisors, conducted the classes. The program consisted of group participation in the preparation of main dishes, vegetables and desserts. Films were also shown on table setting and nutrition. A total of 437 girls attended the classes.



Mr. Mulford

Ben Mulford Dies Following Long Illness

FUNERAL services for Ben R. Mulford, retired clerk in the Beaumont Treasury Department, were held October 7 in Beaumont. Mr. Mulford died October 5 after a long illness.

He retired January 1, 1959, after 31 years with our Company. He joined GSU in 1927 as a bill deliverer in Beaumont and served in a number of positions in the Treasury Department.

Mr. Mulford was a native of Memphis, Tennessee.

The problem that baffles Washington is how to dig the country out of the hole without making the hole any bigger.



CLEVELAND'S NEWEST. This is the newest design in utility truck and body which was recently added to the Line Department in the Cleveland District.



ELEVEN YEAR SAFETY RECORD. Andy Poulson, safety agent, Texas divisions, presents the Woodville District employees with a safety award for working 11 years without a disabling injury. Accepting the award is Frank Robinson, district superintendent. The Woodville crew members are, back row, left to right: Jamie T. Pike, F. James Tywater, Daryl Richardson, Karen Grimes, Mr. Robinson, Mr. Poulson, E. S. "Jiggs" Wall, and David Pate; front row: James L. "Buster" Davis, Jimmy D. Spurlock, James C. West, John Pittman, Jack Ogden, and Robert Matkin.

Gulf Staters In the News

J. Kirby Jones, superintendent of sales, Port Arthur, has been elected chief commodore of the Cav-OIL-cade Commodores.

DOUGLAS D. "PETE" HUDSPETH, storekeeper first class, U. S. Navy, son of Mr. and Mrs. Roy Hudspeth, he is local district superintendent,

Cleveland, is serving aboard the salvage ship USS Reclaimer, which departed Pearl Harbor, Hawaii, September 21, for the Western Pacific.

While in the Western Pacific the Reclaimer will be a unit of the 7th Fleet. She will conduct salvage and rescue operations and perform other missions while in the Far East.

Stops are scheduled in ports in the Philippines, Japan, Formosa and Hong Kong.

HARVEST

What is the harvest of this year?
The fields appear
Lush in their yield; the quality
Of fruit and vegetables will be
Good to excellent.
Not only the earth seems bent
Upon fulfillment;
Do not men, too,
Ripen? Is there not new
Purpose in what they do?
It is as though they moved their talents
in
To fill the vasty bin
That is the world's great need.
O Lord, may it be so, indeed!
Make us an ample store
Of usefulness and reason.
Help us be the more
Abundant harvest required of the
season.

—Helen Harrington in **Good Business**

Salesman of the Month September Load Builders

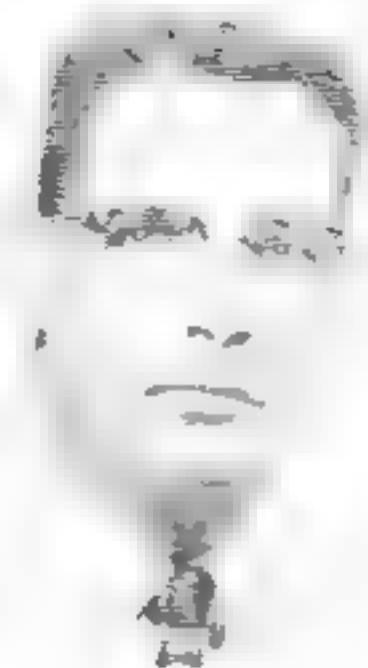
RESIDENTIAL



W. E. Earthman
Conroe



B. L. Thompson
Beaumont



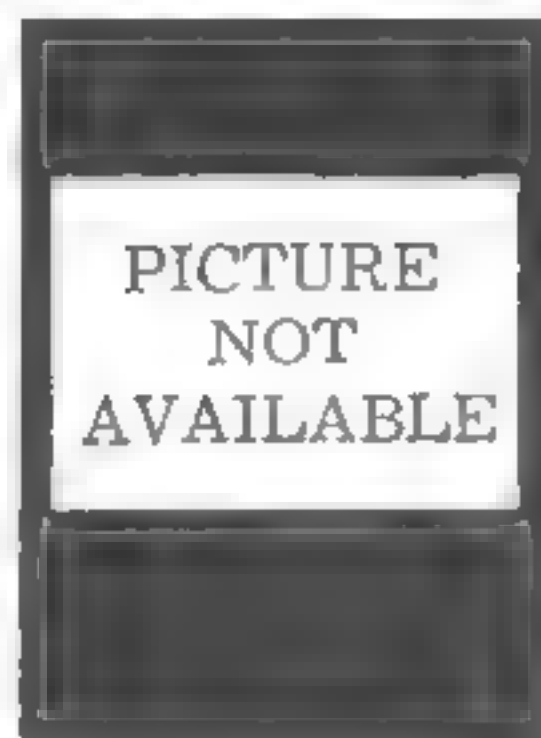
Jack Buss
Lake Charles



Earl Broussard
Lafayette



Haskell Silkwood
Port Arthur



Julis Courtney
Zachary

COMMERCIAL



J. L. Clement
Baton Rouge



R. J. Mier
Lafayette



Volz Elliot
Conroe



Forest Elkins
Port Arthur



O. C. Wingard
Orange

Word to a boy driver . . .

Any Fool Can Go Fast

By Sydney T. Harris

THIS is an open letter to a boy, about 18, who forced me off the road while cutting in sharply and passing me on a hill yesterday afternoon:

Dear Son:

You may think you are a good driver, and perhaps you are. But I'd like you to keep in mind that most of your "skillful" driving is due to other motorists.

Anybody can whip along the road as fast and as carelessly as you were going. There's no trick to that—the new cars are loaded with power and

pickup—too much so, I'm afraid.

Just remember that it was my alertness that prevented an accident on the hill, not yours. And the driver who was approaching us also had to brake suddenly and swerve in order to save your life and his.

IT IS NOT your courage or dexterity that has kept you alive as long as this, but the prudence and politeness of other motorists. You have been trading on our good will and sense of self-preservation.

I wish it were possible to point out to you that your kind of driving is nothing but bad manners—it is not heroic, or adventurous or manly. Suppose you ran down a crowded street, pushing people out of your way, knocking packages out of ladies' hands, and kicking children into the gutter. What would be so heroic or manly about this?

Nothing, of course. Then why do you suppose that having 2,000 pounds

of steel under you makes it any better? There's nothing to be proud of in driving fast—any fool can do that. It's a form of cowardice to threaten other drivers, not courage. SUPPOSE you beat me at the get-away, or up the hill? What does that prove? Nothing, except that the car you bought is faster. You didn't make it; it's a commercial product. Anybody can buy one like it—and anybody can drive with a maniacal disregard for safety.

So don't take any pride in your deadly accomplishment. A real man is considerate and polite and takes chances only when it counts, when his honor and conscience call out for it. On the highway, most of all, it's easy to tell the men from the boys for the men have to save the boys from the consequences of their foolish and needless bravado.

*(Courtesy of the
Chicago Daily News)*



**Congratulations
on
your
promotion**

Austin W. Hale, Jr., Beaumont, Elect-2/C-Neches
David E. Kelly, Beaumont, Serviceman-3/C
T. L. Jones, Jr., Beaumont, Relayman-3/C-Eng
Lerline Stone, Beaumont, Steno-Sr-Eng
Delores Moore, Beaumont, Steno-Ex-Corp&Finance
Betty L. Nixon, Beaumont, Steno-Sr-Sales
Wayne L. Allen, Cleveland, Lineman-3/C
W. P. Dillon, Jr., Port Arthur, Apprent-T&D
Ray Fisher, Baton Rouge, TurbEng-LaSta
Vernon Blanchard, Jr., Baton Rouge, SwitchboardOper-LaSta
James A. Graves, Baton Rouge, Head Fireman-LaSta
John W. Hebert, Baton Rouge, StaEng-LaSta
James O. Perry, Baton Rouge, Repairman-1/C-LaSta
Isreal Chapman, Baton Rouge, SpecLaborer-LaSta
Willie B. Wells, Baton Rouge, Serviceman-1/C-Gas
F. J. Berteau, Baton Rouge, Lineman-4/C
Charles W. Smith, Baton Rouge, GarageMech-1/C
Herbert E. Aull, Baton Rouge, ResSalesRepr-Sr
Donald C. Sullivan, Baton Rouge, ComSalesRepr-Sr
B. J. Broussard, Lake Charles, Lineman-2/C
Lonnie G. Cox, Lake Charles, Lineman-1/C
Ben E. Miller, Lake Charles, S/StaMech-2/C
L. A. Gravelle, Jennings, Apprent-T&D



**Familiar faces
in
new places**



Larry S. Cleveland, meter reader, from Silsbee to Beaumont
Robert T. Stephenson, truckdriver, from Baton Rouge to Denham Springs
Edward F. May, helper-T&D, from Baton Rouge to Denham Springs
Huey D. Stafford, helper-T&D, from Baton Rouge to Denham Springs
James R. Barnett, lineman, second class, from Baton Rouge to Denham Springs
Carl J. Paline, lineman, first class, from Baton Rouge to Denham Springs

**Welcome
to
GSU**



Alvin R. East, Bridge City, MechHelper-Sabine
James H. Rose, Bridge City, MechHelper-Sabine
Frank J. Tate, Jr., Baton Rouge, OperHelper-LaSta
Elaine T. Domingue, Lafayette, DeptClerk-T&D-Serv
Austin Gothe, Beaumont, Common Laborer-BldSer
James W. Bates, Beaumont, EngHelper
Betty C. Edminston, Beaumont, Steno-Eng
Margaret Lenhart, Beaumont, DeptClerk-Records
Glenda Vanover, Beaumont, Clerk-Purchasing
James R. Bischoff, Beaumont, Account-Jr-PlantAcctg
Betty T. Fowler, Navasota, Clerk-Stores
Beverly C. Felps, Baton Rouge, Clerk-CustsAcctg
Margaret Altazin, Baton Rouge, Clerk-CustsAcctg
Margie J. Baum, Port Allen, Local Office Clerk
Sylvia H. Guillotte, Jennings, Local Office Clerk



**Welcome
back
from
the
service**

William G. Long, Baton Rouge, Gas
Don M. Blue, Baton Rouge, Gas
Lawrence L. Rainwater, Beaumont, T&D-Line
Morris E. Newton, Jr., Baton Rouge, T&D-Line
Ray A. Jackson, Baton Rouge, T&D-Line
Hugh A. Hall, Baton Rouge, Distribution
Bobby G. Hilborn, Baton Rouge, T&D-Line
Kenneth C. McKnight, Baton Rouge, T&D
Y. L. Hughes, Jr., Baton Rouge, T&D-Engineering
Charles O. Bourque, Lake Charles, T&D-Line
Charles W. Jones, Lake Charles, T&D-Line
Raymond L. Audilet, Beaumont, Engineering
James T. Bryant, Beaumont, Engineering
Charles C. Brooks, Liberty, Treasury
Leslie A. Kirby, Huntsville, Treasury
Dennis J. Landry, Jr., Baton Rouge, Treasury
Bobby J. Rushing, Baton Rouge, Treasury
John R. Kirkpatrick, Baton Rouge, Storeroom



A GOING-AWAY PARTY. The employees of the Baton Rouge office presented Paul Master-son, director of credit and collections, Beaumont, a "going-away" cake when he returned to Beaumont. He had been in Baton Rouge subbing for A. L. Sides, supervisor of credit and collections, who had been ill.



NEW BATON ROUGE EMPLOYEE. Mrs. Judith B. Davis came to work recently in the Baton Rouge T&D Meter. She is replacing Mrs. Letha Austin Smith who left our Company last month.

over the **COFFEE CUP**



BATON ROUGE Accounting recently added three new employees. **Margaret Altazin** began working on August 20 to take the place of **Pat Lario**. Pat left the Company on August 24 to become a full-time housewife and mother.

Kay Phillips came to work on September 19 and will replace **Irene Serpas** who is leaving to join her husband in New Orleans.

Beverly Felps started working on September 13 in Customer History to

fill the vacancy left by **Joy Lathan**. Joy resigned on August 17.

We are certainly going to miss all these girls, but we wish them the best of luck.

Vivian Hays came back to work after a long illness. We are glad she is back with us.

—By *Nancy Hoehn*

MR. AND MRS. DON BATEMAN have moved into their new home. Don is employed in the Gas Department, Baton Rouge.

—By *Freda Hoyt*

AMONG those from Louisiana Station enjoying vacations last month were **Mr. and Mrs. George Bunch** who spent a week in Beaumont visiting their son, **Fred**, and family. **Mr. and Mrs. J. M. May** traveled to Colorado where they visited Monument Valley. On their return they visited Las Vegas, Nevada, Phoenix and Tucson, Arizona. Mr. May said the scenery in that part of the country is beautiful. **Stanley Paxton** and **Paul Bernard** spent their vacation fishing at Two O'Clock Bayou. According to "their" story, they took the limit every day. Of course, this reporter didn't see the catch, so who knows? "**Sheriff**" **Wiggins** spent his vacation visiting relatives in Castor, Louisiana, and spent a few days fishing on Kaplin Lake, but with no luck.

Louisiana Station employees welcomed a new employee, **Joyce Rachal**,



ANNUITANTS, BUT NOT RETIRED. Maxie Montagne, R. S. "Red" Burges and Sam McKenzie, all retired Gulf Staters from Neches Station, got together recently to demonstrate their working ability. After working several years at Neches Station they are still working with one another. They dug a shallow well, 26 feet deep, in Maxie's back yard. The three had a total of 110 years with our Company upon retiring.

who is from Bunkie, Louisiana, and a graduate of Evergreen High School. She is departmental clerk.

Congratulations to **Mr. and Mrs. Larry Beasley** who were married on September 14 in Faith Baptist Church in Baker. Mrs. Beasley is the former Carolyn Sequin from Baker. A reception followed in the church hall. Larry is an operator's helper at Louisiana Station.

—By Frances Heffner

W. L. CAZES attended a Frigidaire service school in New Orleans, September 27-28.

Jack W. Kirkland and **Ray E. Deaton** attended a power distribution conference at the University of Texas in Austin.

John A. Ellis and **J. G. Hottard** will attend a Southeastern Electric Exchange meeting in Charleston, South Carolina, October 25-26.

—By Margie Force



MR. AND MRS. JIM FUGITT had as a recent guest Jim's mother from Ashland, Kentucky.

Mr. and Mrs. J. F. Simonson, he's substation supervisor, enjoyed a two-week motor trip to Colorado to see the sights and to Arkansas to visit friends.

Visiting in the home of **Mr. and Mrs. Harry O'Quinn** were Harry's uncle from North Carolina and his sister from Texas.

Weldon Hoffpauir and wife spent their two-weeks vacationing with relatives in Pettus, Texas. They also motored to New Mexico.

William Atwell and family spent a few days in South Carolina. Bill's home is in Dillon, South Carolina, where they visited his parents and relatives.

Mr. and Mrs. Hugh Holland enjoyed a nice weekend in Houston where they watched the San Francisco Giant-Houston Colt baseball game. They also saw special pregame ceremonies honoring the Giant manager, Alvin Dark, a Lake Charles native.

—By Jo Ann Burnett

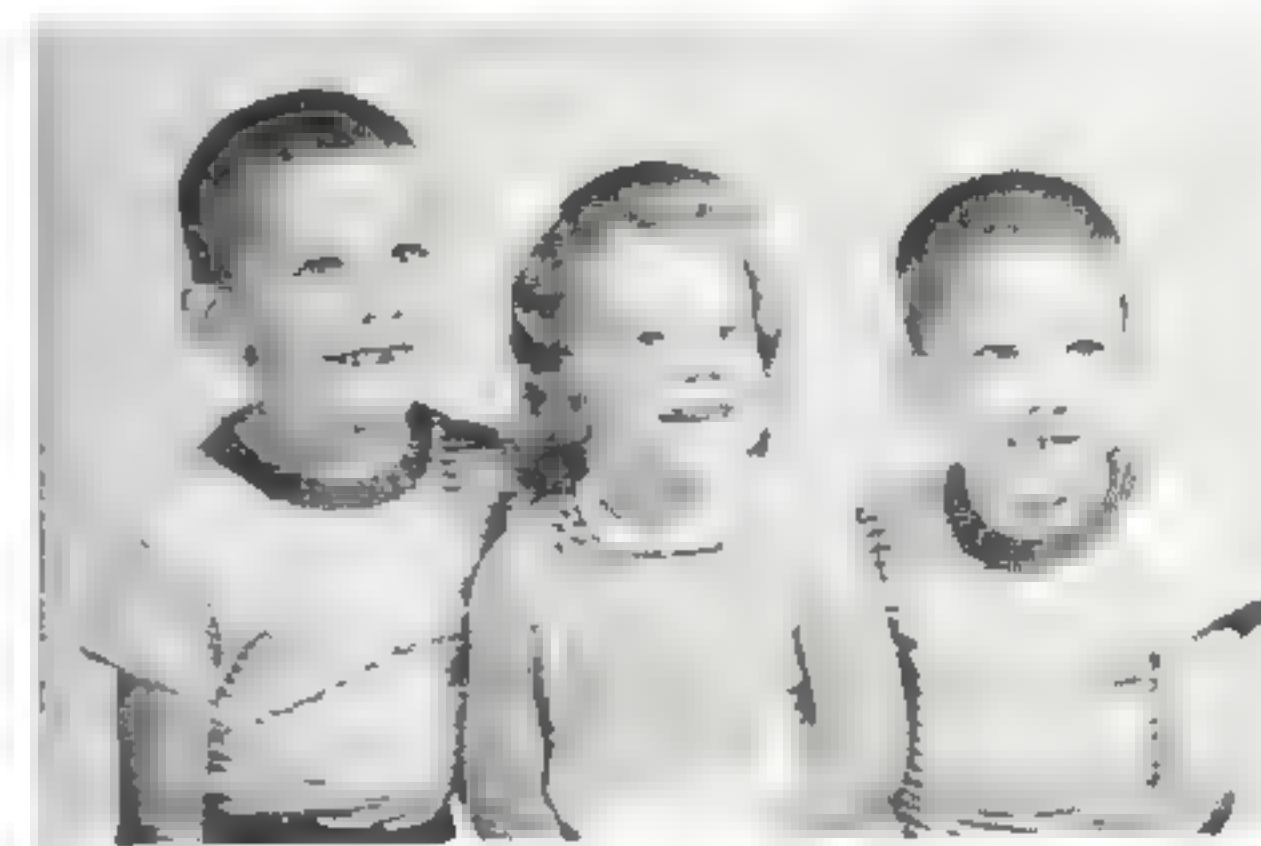
WEDDING Bells have been ringing lately in the Lake Charles Sales Department. We've had three weddings in the last two months.

PATRICIA ANN YOUNG, Customer Accounts, Lake Charles, was married August 19 to **Ira B. Fontenot** in the Church of Christ, Overton, Texas. After a wedding trip to Mexico City, the couple are now making their home in Lake Charles.

The bride is a graduate of Arp High School and Lake Charles Business Col-



WELCOME HOME, DAD! Eric and Denise Roy looked very happy as they welcomed home their daddy, Ray, from two weeks active duty with the U. S. Coast Guard. Ray is employed in Baton Rouge Gas.



A HAPPY TRIO. This happy group are the children of Richard Hughes, T&D-Meter, Baton Rouge. They are, left to right, Kerry, 6, Kim, 3, and Keith, 4.



STATE TOURNAMENT RUNNERS UP. Baton Rouge Gulf Staters playing on a baseball team sponsored by Jimmy Adams, Northside Motor Exchange, finished the season by winning the "runners up" slot in the Bankers League, Class "B", State Tournament. Team members were: kneeling, left to right, Werner Roseman, Bateman Rabalais, W. C. Fortenberry, Mel LeBlanc; back row, Wilfred LeBlanc, Vernon



Blanchard, Wendell Reed, Jimmy Adams, team sponsor, Adrain Hunt, Neal Stewart, Howard Buschmihle, Jerald Boudreaux, and Joe Locke. Not pictured is W. J. Goodwin. The successful teamwork of these GSUers has brought them the City Championship for the past three years. At the right are some of the trophies they have won during this time.



A BEAUTY QUEEN. Jo Courmeir, the daughter of Viva Courmier, meter reader, Orange, was recently chosen as one of the candidates for West Orange High School Beauty Queen. Photographs of all candidates were sent to Troy Donahue for his selection of the winner. This picture of Jo can give you some idea why he chose her. Not only is she a pretty girl, she is an all around good student. Among her honors are Friendliest Girl. She has served as cheer leader for four years and this year was selected head cheer leader. She stole the show in last year's junior play.



BELIEVE IT OR NOT! O. F. "Skeeter" Peveto, left, Orange Line, and his brother-in-law are showing only a small portion of a day's catch. The catfish Skeeter is holding weighed 57 pounds and the other 42. The entire catch weighed 280 pounds. These fish were caught on a recent fishing trip on the Atchafalaya River in Louisiana. If you find yourself wondering about the reliability of the above story, listen to this: Skeeter most emphatically claims that he used mayhaws for bait.

lege. Her husband is a pharmacist for a Lake Charles drug company.

Glen Carpenter and **Francis McCarry** were also married. Both have returned to Baton Rouge where they are students at LSU. Glen, son of **Neill G. Carpenter**, industrial engineer, worked this summer in T&D Engineering.

Gwen Louviere and **Harlan McGee** were married September 15. Gwen is the daughter of **Roy Louviere**, commercial sales representative. The McGees will make their home in Gulfport, Mississippi.

We want to wish these fine couples all the luck in the world.

September was the date of another deep sea fishing trip for three Gulf Staters. Present on Sunrise II were: **George Gilmore** and **Virgil Fuselier** from the Sulphur office and your reporter from the Lake Charles office. The three of us caught 90 red snappers. The weather was just beautiful, rather hot, but we had a very enjoyable trip.

—By Paula Davis

MURPHY GIBBS, line foreman, Lake Charles, has returned from a vacation 'way out west'. He visited relatives in Colorado, Nebraska and Texas and enjoyed a very nice trip.

C. W. Weems, **Frances Mathis** and Mr. Gibbs have been trying their luck with fishing lately. The results have been good. They've been bringing home the perch and flounder.

—By Edith Patterson

VACATIONING during September were **William A. White** and **Grady A. Portie** and his family. The Porties made a nice trip to the Smoky Mountains in North Carolina. On the way up they visited relatives in Huntsville, Alabama. Afterwards they went to Chattanooga, Tennessee, where they visited Rock City.

Willie Prejean went over to Lafayette for a week of visiting with relatives. Also off on vacation was **Leroy Winbush**, whose daughter and son-in-law from Yuma, Arizona, were here on vacation. They enjoyed "just taking life easy" and doing a little fishing.

W. G. Strong is in Movoris, California, helping solve more problems and making plans for the computer for Riverside. While out in California Mr. Strong took a little vacation.

—By Willie Cox

ORANGE

ORANGE District Superintendent **T. O. Charlton** was one of the four members of the Orange Chamber of Commerce recently making an east

coast industrial trip. The group visited several cities on the east coast including Philadelphia, Wilmington, New York, Pittsburgh, Akron and Cleveland.

Also journeying "afar" from Orange was **O. C. "Buck" Wingard** who attending a lighting school in Cleveland, Ohio.

—By Davie Carpenter

SABINE STATION

RALPH HAVARD of the Test Department lost the distinction of being Sabine's only bachelor. The happy occasion was September 22. Another joyous occasion was the marriage of **Nina Sue Giffin**, daughter of **Mike Giffin**, control-room foreman. Best wishes to Mary and Ralph Havard and Nina Sue.

Watch our steam! A fire was placed in the No. 2 boiler on Wednesday, September 19.

—By Kay Zunker



THE Beaumont Storeroom welcomed **Shirley Morris** last month as a new employee. Shirley came to the Storeroom via the Beaumont First Security National Bank and Honey Island, Texas. She is replacing **Nomei Lewis**, who is expecting Mr. Stork sometime in November.

—By Ken Londers

Shirley Noah, Customer Accounts, Beaumont, became the bride of **Joel W. Maddox** in the First Baptist Church, of Beaumont on August 31. Following a wedding trip to Jackson, Mississippi, the couple are making their home at 3985 Kenneth.

WHILE everyone on the 12th Floor was anxiously awaiting the arrival of new babies to the **W. E. Heaner** (he's claim director) and **John F. Irwin** (he's training representative) families, early in September, **Jerry Stokes** (asst. personnel manager) "skunked" them both by showing up on the morning of September 7 with candy and cigars announcing that he was a grandfather!

Louellen Stokes was born September 6 in Nuremberg, Germany, to **Lt. and Mrs. James M. Stokes**. Her mother is the former Sally Pitts of Beaumont.

—By Francis Engelbrecht



AUGUST WEDDING. Frank Robinson, Jr. (known as Baretracks to Navasota Division employees), son of Frank Robinson, district superintendent, Woodville, and Linda Whitaker of Cleveland were married in a double ring ceremony, August 25, in Cleveland. Rev. Bill Leediker, pastor of the First Methodist Church of South Houston performed the ceremony. Mrs. Robinson is employed by Southwestern Bell Telephone Co. in Houston and Mr. Robinson will continue his studies in pharmaceutical work at the University of Houston.

ON Labor Day, Mr. and Mrs. W. E. "Bill" Richard, were activities chairmen for the day at the Oaks Country Club, where they had swimming relays, sack races and several other fun filled games until rain washed out the outdoor activities and retired the members to the club house.

Gale and Clayton Arnold visited Six Flags Over Texas during the Labor Day weekend. Gale is in System Industrial-Commercial Sales and Clayton is in Plant Accounting.

Mr. and Mrs. L. V. Dugas, he is superintendent of industrial-commercial sales, accompanied Clarence Barron, former vice-president, Baton Rouge Division, on a three week tour of Europe this summer.

—By Charlene Craigen

HARRY STELLY, Right-of-Way, Beaumont, came up with a first on September 30 when he shot a hole-in-one while playing in a threesome at the Silsbee Country Club. Harry sank it in on the number three green with a five iron from 165 yards out.

ON September 28, the Records Department lost two members—**Linda Frank**, who left to join the ranks of expectant mothers, and **Carolyn Murphy**, who left to join Bob, her husband, in Dallas where they will make their home. Carolyn is planning to practice the art of housewifery at 9900 Kilarney.

Mary Wiltshire and husband, **David**, spent their vacation enjoying a visit with their parents at Aransas Pass, deep-sea fishing in the Gulf, and seeing Six Flags in Fort Worth.

Records welcomes **Faye Weeks** as a new employee. Faye attended Lamar and lives in Port Arthur.

A former employee, **Frances Linthicum**, was honored with a baby shower at the home of **Peggie Stout** on September 11. The hostesses were **Peggie, Imogene Ward, Avon Ogden, Nell Williams**, and **Ruth Caraway**, the honoree's aunt.

Another former employee, **Nora Ann Baldwin**, moved to Galveston on September 18 with son, **Wayne**, to join **Harvey**, who is now the Credit Manager of the Galveston Sears Store.

—By Peggy Stout

MR. AND MRS. V. P. GAYLE toured the Ozark Mountains in Arkansas and Missouri with a brief stay at his sister's cabin on the Lake of the Ozark near Bagnell Dam in Missouri. Among other places they visited were Roaring River State Park in Missouri and Eureka Springs, Arkansas. They enjoyed boating and fishing and report pleasantly cool weather.

Betty Nixon, stenographer in System Residential Sales Department, is proudly displaying a diamond on the fourth finger of her left hand. The lucky man is Pat Patterson of Ruston, Louisiana. Pat is presently employed by Western Electric Company in Houston. Wedding plans are incomplete. Congratulations Betty and we all wish you and Pat the best of luck.

—By Mary Schlicher

JENNINGS

JO VIDA ALLENDORPH, Jennings office, recently resigned and is now living in Lake Charles where her husband has been transferred. We have also lost **Pat Dickson**, our cashier, who moved to New Orleans.

Taking Pat's place is **Silvia Guillotte**. Silvia is married and has two children, a boy and a girl.

—By Mary Ann Gauthier



Mr. and Mrs. Bobby Joe Willis, Beaumont, on the birth of their daughter, **Tammy Jo**, August 15. Mr. Willis is employed in Plant Accounting, Beaumont.

Mr. and Mrs. James Q. Barrick, Jr., on the birth of their son, **Martin James**, September 2. Martin is the grandson of **James Q. Barrick, Sr.**, who is employed in the Gas Department, Baton Rouge.

Mr. and Mrs. Don M. Blue on the birth of their daughter, **Stacy Ann**, September 19. Mr. Blue is employed in the Gas Department, Baton Rouge, and Mrs. Blue is a former Treasury employee in Baton Rouge.

Mr. and Mrs. Manfield Hollin on the birth of their daughter, **Juanita Diate**, September 16. Mr. Hollin is employed in Baton Rouge Gas.

Mr. and Mrs. David Thornhill on the birth of their daughter, **Carolyn Ruth**, on August 28. Mr. Thornhill is employed at Louisiana Station.

Mr. and Mrs. Kenneth Howell on the birth of their daughter. Mr. Howell is employed in the Lake Charles Line.

Mr. and Mrs. Bradley J. Broussard on the birth of their son, **Kevin Reed**, July 7. Mr. Broussard is employed in Lake Charles.

Mr. and Mrs. James A. Meitzen on the birth of their first child, **Karen Ann**, September 25. Mr. Meitzen is test supervisor at Riverside Station.

Mr. and Mrs. John Irwin on the birth of their daughter, **Suzanne**, September 22. Mr. Irwin is a training representative in System Training and Safety, Beaumont.

Mr. and Mrs. Melvin Hogan on the birth of their daughter, **Taura Kim**. Mr. Hogan is employed in the Orange Treasury as a meter reader.

Mr. and Mrs. Charles Saunders on the birth of their daughter, **Harriet Susan**, in August. Mr. Saunders is employed in the Orange Meter Department.

Mr. and Mrs. George L. Moser, Jr. announce the birth of a daughter, **Deanna**, born September 19. Mr. Moser is an employee at Neches Station.

Honorary Hard Hat Contest To Close Next Month

HHEY, Kids! This is your last chance to win an honorary hard hat. Frank Jones, safety director, has announced that the contest will end next month. So get your entries in the mail before November 1.

This time we want you to write about your dad and Christmas safety. How does he make your house safe for the holidays—the lights on the tree, the type of tree he buys, the yard decorations, etc?

So get in your 25 words or less article today, without delay, to Mr. Frank Jones, Safety Department, Beaumont.

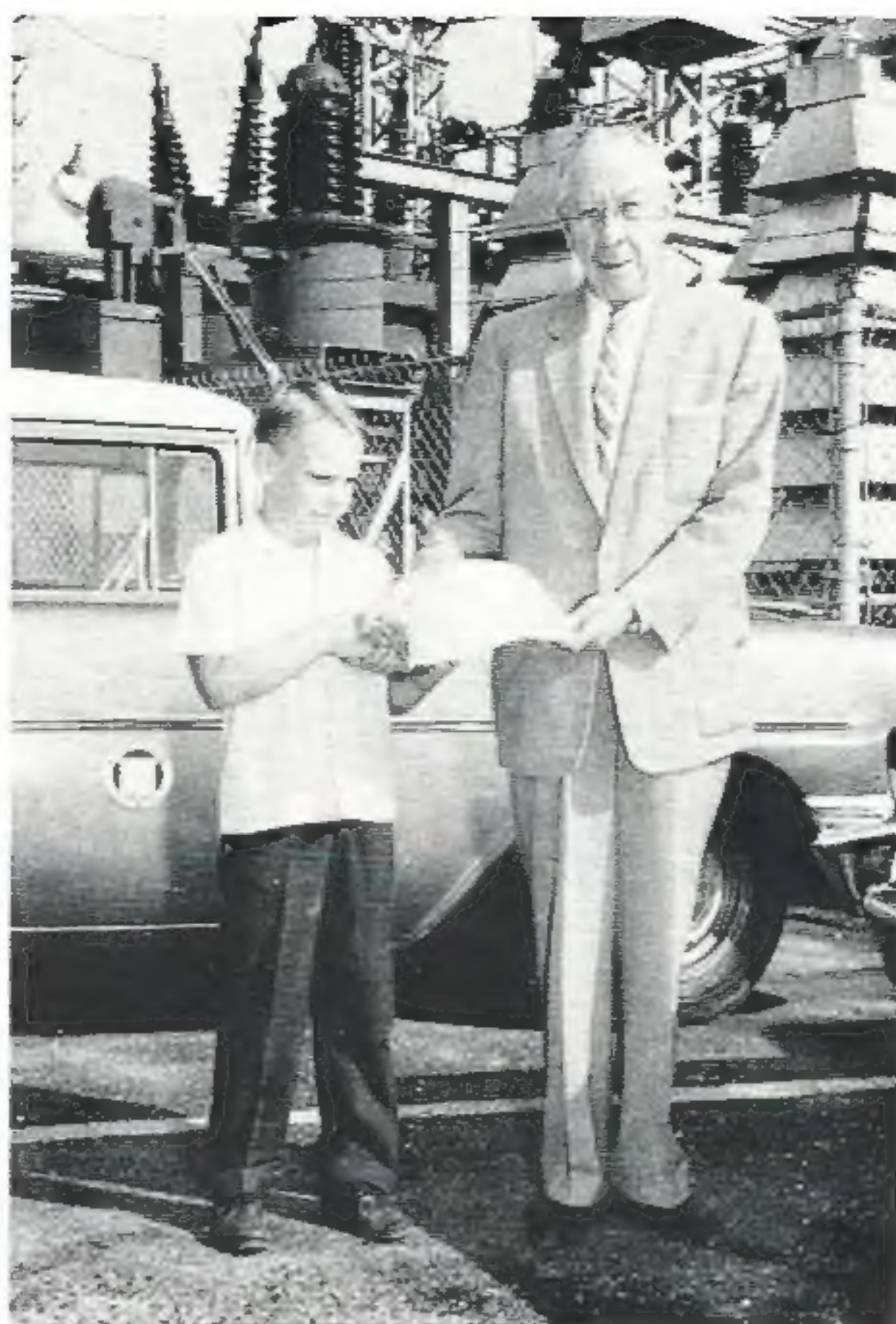
Entries in last month's "School Safety" contest were:

Paul Anawaty, son of P. M. Anawaty, Beaumont Substation, who sent in "If you ride a bicycle to school, you should use the left side of the street facing the traffic. Use proper hand signals at all times. Watch out for cars—the drivers may not be watching for you."

Tim Lacombe, nine year old son of Horace LaCombe, Lafayette Sales, and a fifth grader, mailed in, "Here's what my dad teaches me about school safety. On the way to school don't be a fool, always obey the laws and the rules. On the way back from school don't be a fool always obey the laws and the rules."

"The things that will destroy America are prosperity - at - any - price, peace-at-any price; safety-first instead of duty-first, the love of soft living and the get-rich-quick theory of life."

Theodore Roosevelt



HARD HAT WINNER. Norman Lee, Jr., son of Norman Lee, Sr., division engineer, Lake Charles, receives his hard hat from E. L. Granau, vice president and division manager.

Other entries were submitted by Lillie Mae, Tom, Timothy, and Eva Mae, children of Tom Mitchell, Beaumont Garage.

REMEMBER! This is your last time to win an honorary hard hat of your own. Get your entries in today.

In the Middle of an Island

SCHOFIELD BARRACKS, Hawaii—PFC Thomas Allen, formerly of the Baton Rouge T & D Department is currently serving a three-year tour in the U. S. Army.

Serving with the 25th Infantry Division at Schofield Barracks, Hawaii, Tommy is working on the staff of the "Hawaii Lightning News" a post newspaper, as a reporter. His newspaper recently was selected as the top newspaper in Hawaii for 1961 from a field of 35 other industrial and military publications as it won for the second consecutive year the Hawaii Employer's Council President's Trophy for "general excellence."

Tommy reports that line work in the 50th State is much more pleasant than Louisiana from what he has observed, mainly because of the 75-degree temperature the year round but, he added, "I will be glad to get back home." He is due back in the Fall of 1964.



SERVICE PAPER WINS AWARD. Maj. Gen. Ernest F. Easterbrook, commanding general, 25th Infantry Division, presents the Hawaii Employer's Council President's Trophy for "general excellence" to the staff of the "Hawaii Lightning News", post newspaper at Schofield Barracks. Receiving the award, a wooden trophy bowl, are PFC Thomas E. Allen, reporter, an employee of the Baton Rouge T&D; Capt. Ralph T. Hauert, assistant information officer; PFC Jim Groth, associate editor (receiving the award); and Specialist 5 Dick Wade, sports editor.

Priceless Product



Even the most 'brainy' machines must be operated with skill and intelligence to be efficient. And, as Col. Glenn's historic orbital flight proved, it is man who has to take over in an emergency.

In the production of goods and services there is no substitute for work. The man who takes pride in himself must take pride in his work. And no matter what the job, he creates an 'invisible product' in addition to the one you can see.

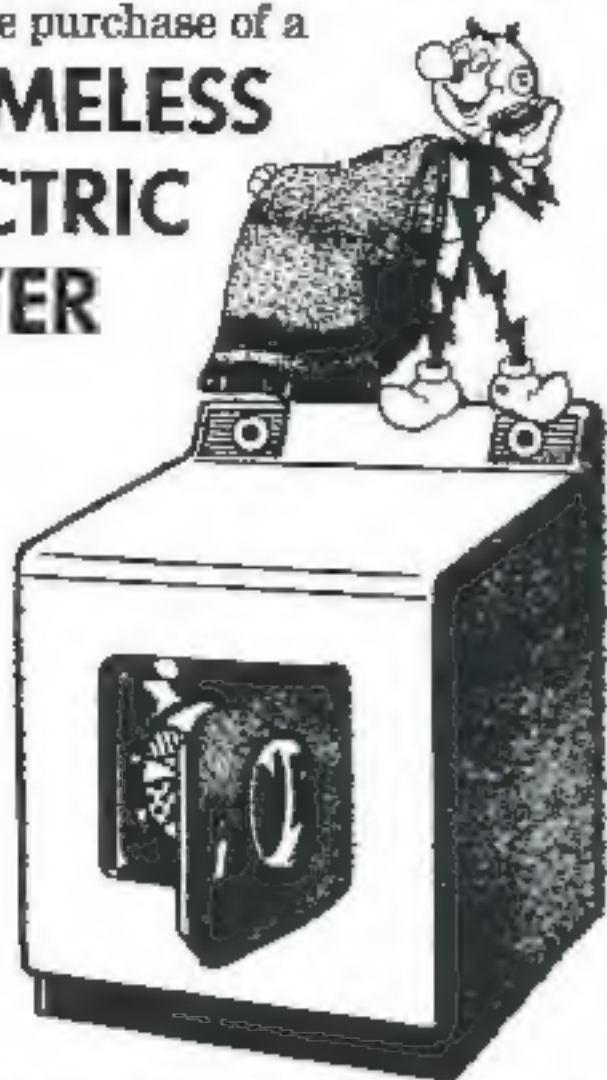
This invisible but priceless product is good will. It may be the most valuable thing a person can turn out.

Good will in business has been defined as "The disposition on the part of a customer to return to the place that has treated him well."

In whatever job you may have—in the office, the shop, or production line—you help form the customer's decision to 'return to the place that has treated him well'—or not to return.

The oftener the customer comes back, the more secure your job and future will be.

Get an
AUTOMATIC
ELECTRIC BLANKET
with the purchase of a
**FLAMELESS
ELECTRIC
DRYER**



For a limited time, Gulf States customers will receive a cozy, comfortable electric blanket as a special bonus with the purchase and installation of a clean, fast, flameless electric clothes dryer.

Get your flameless dryer and electric blanket
SEE YOUR APPLIANCE DEALER NOW

GULF STATES UTILITIES COMPANY

Join the Gulf States



STAMP-EDE

GET 3,000 STAMPS

with the purchase of a

**FLAMELESS
ELECTRIC
DRYER**

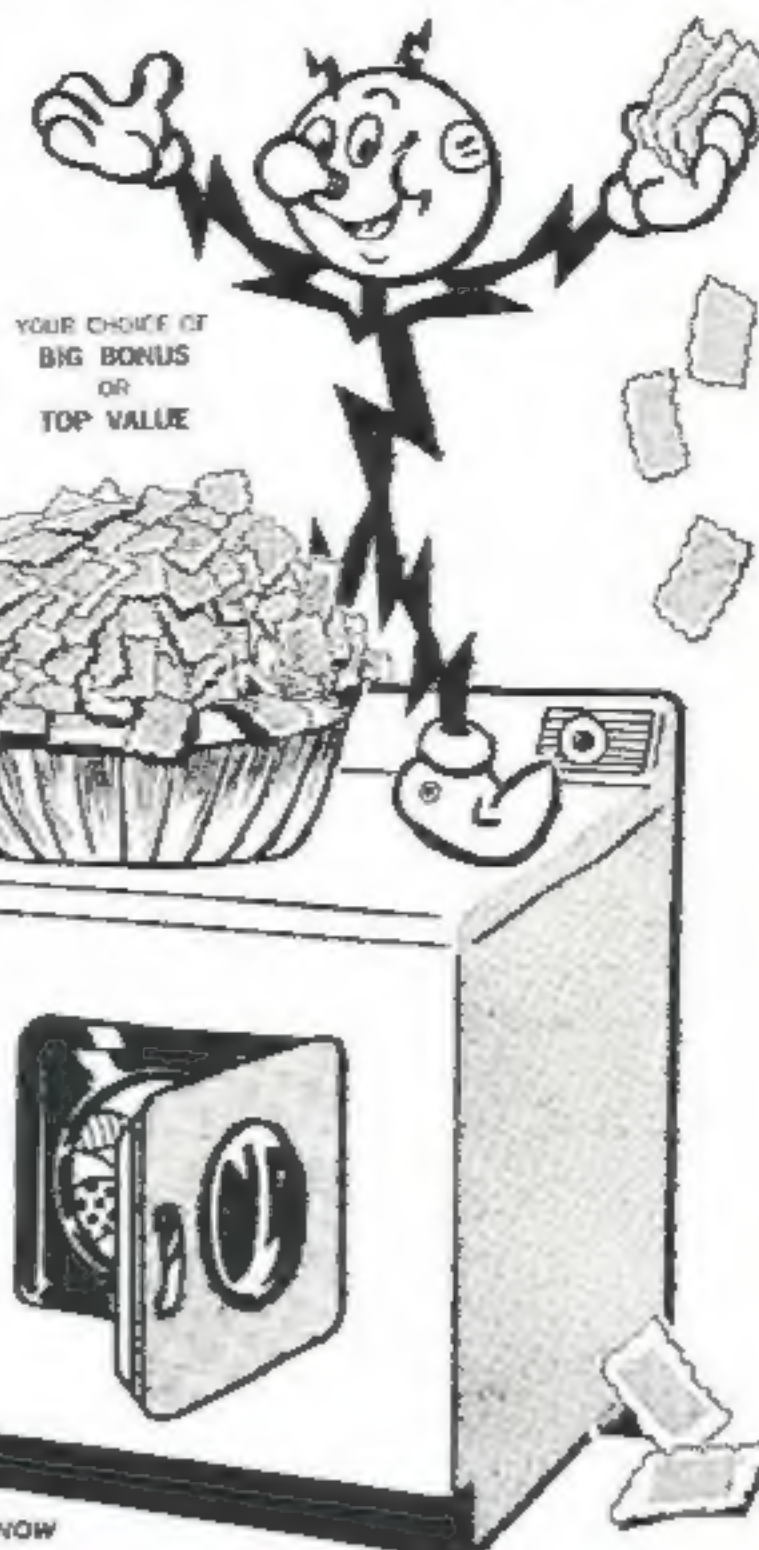
Gulf States customers will receive 3,000 valuable trading stamps as a special bonus with the purchase and installation of a clean, fast, flameless electric clothes dryer — during the Gulf States STAMP-EDE sale in progress.

ELECTRIC DRYERS

- cost from \$30 to \$50 less to buy than other types, and as little to use
- can be installed almost anywhere (no venting or many models)
- use only electricity
- last longer (fewer moving parts)
- produce no odor or messy by-products of combustion

Get your flameless dryer and 3,000 stamps
SEE YOUR APPLIANCE DEALER NOW

GULF STATES UTILITIES COMPANY



Get an
AUTOMATIC
ELECTRIC BLANKET
with the purchase of a
**FLAMELESS
ELECTRIC
RANGE**



Gulf States customers will receive a cozy, comfortable electric blanket as a special bonus with the purchase and installation of a clean, fast flameless electric range.

GULF STATES WILL ALSO PAY \$20 TOWARD THE WIRING OF YOUR ELECTRIC RANGE

GULF STATES UTILITIES COMPANY

Our Company cooperates with area dealers as . . .

Bonus Offered to Customers Buying New Electric Ranges or Dryers

WHAT homemaker wouldn't enjoy having 3,000 trading stamps or an electric blanket? If you are planning to buy a new free-standing electric range, or a new built-in range that is replacing any type of range in the same location, or a new 230-volt dryer or combination washer-dryer, now is the time to make your purchase.

Our Company, in cooperation with the dealers in our service area, is now offering a special bonus to our customers, including Gulf Staters, who purchase and install any of these appliances on our service lines between October 1 and November 30.

Customers in Beaumont, Port Arthur, Lake Charles and Baton Rouge Divisions are being offered 3,000 valuable trading stamps of their choice on the purchase and approved installation of an electric range or dryer. Dealers in the Navasota Division are offering customers, whom we serve, an automatic electric blanket.

Navasota Division buyers will receive blankets. In other divisions, 3,000 trading stamps are offered, broken down by divisions as follows:

Beaumont—Top Value and Big Bonus
Lake Charles—Top Value, Big Bonus, and S&H Green Stamps
Port Arthur—Top Value and Big Bonus
Baton Rouge—Top Value and S&H Green Stamps

GSU'ERS! REMEMBER!

These offers also apply to company employees. For information check with your local sales floor.

Join the Gulf States



STAMP-EDE

GET 3,000 STAMPS

with the purchase of a

FLAMELESS ELECTRIC RANGE



YOUR CHOICE OF
BIG BONUS
OR
TOP VALUE

Gulf States customers will receive 3,000 valuable trading stamps as a special bonus with the purchase and installation of a flameless electric range during the Gulf States STAMP-EDE.

WHERE NEEDED, GULF STATES WILL ALSO PAY \$20 TOWARD THE WIRING OF YOUR ELECTRIC RANGE.

COOLER

You'll like electric cooking because it's cooler. The controlled heat of the electric range cooks the food, not the cook. Surface units of the flameless range pour all their heat into the pans to cook the food, so there's no wasted heat "spilled over" into the kitchen. And electric ovens are insulated on all six sides.

Get your flameless range and 3,000 stamps
SEE YOUR APPLIANCE DEALER NOW

GULF STATES UTILITIES COMPANY